

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

The first is about using English when writing narration for video profile of ship repair building of PT PAL Indonesia. The important thing to make advertisement of video profile is they have to know persuasive language. To understand persuasive language, three techniques in any advertisement are required. First is to consider advertising messages and audiences. Second is to recognize the persuasive techniques used in any advertising message. The third factor is understanding the intended effect on the target audience.

English is also important to be used in marketing to be able to establish cooperation with foreign companies. In order to be better known internationally, English must be prioritized considering the globalization nowadays. The writer also got some obstacles when writing the narration for video profile in English because the terms that were going to be used were very different. But eventually, the writer can manage the obstacles by learning from some technical terms

When applying strategies in writing advertisement of video profile, she found some difficulties because it is not something that she usually does. She found some unfamiliar terms and words during her internship time. Thus, the writer had

difficulties in compiling a narrative for the video profile because the writer was lack of knowledge in techniques.

Last, there are some added values that the writer got in her internship. The writer recently knows that writing advertisement for video profile is not easy at all. It is needed a lot of research to understand the terms that are going to be used as references for making the narration of the video profile. She must choose the right diction in order to make it good and understandable. She now knows the strategies to write a promotional media in the form of video profile.

## **4. 2 Suggestion**

### 4.2.1 Suggestion for Marketing Division in PT PAL Indonesia

The writer suggests to the Marketing Division in PT PAL Indonesia to keep making a good advertisement and doing better performance. The writer also suggest to make a better cooperation with foreign companies considering PT PAL Indonesia is a state-owned enterprise that must develop the economy of Indonesia. Last, the writer suggests that the institution can keep a good relationship with Universitas Airlangga.

### 4.2.2 Suggestions For D-III Bahasa Inggris

The writer suggests that D-III Bahasa Inggris could add more courses to add knowledge about advertising and how to make a good video profile in English. Then, the writer suggest that D-III Bahasa Inggris of Universitas Airlangga can have a good relationship with PT PAL Indonesia.