

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

The differences of telemarketing in English and *Bahasa Indonesia* were so obvious. The writer, as the telemarketer, received so much information given by the customers when they were using *Bahasa Indonesia*. Meanwhile, when the writer was on calls with the customers who were using English, she could save more time because they answered in short responses. The writer found out that telemarketing in both language has its own disadvantages and advantages. Therefore, as the telemarketer she needed to achieve the targets even though she had to do the telemarketing in both English and *Bahasa Indonesia*.

The writer found some obstacles by applying the strategies in telemarketing. She was not able to understand the function of the data given to her. She asked to the supervisor about it and through times she was able to understand it better. The second is that she was not able to multitask while on calls with the customers. She made a lot of mistakes by calling them with different names and restating the wrong programs that the customers wanted to take. She realized that she only got better through practices.

The added values from the internship that the writer had was that she got to know how telemarketing done in both English and *Bahasa Indonesia*. It was difficult at first because she did not have the background of being a marketer. By

times, she was able to follow through the work and targets given by the company that she had her internship at.

## **4.2 Suggestion**

### 4.2.1 Suggestion for TAF English

The writer suggest that TAF English will keep on making an improvement in telemarketing. It would be better if the institution also promote their programs to the customers using English because the writer encountered some customers who preferred to communicate on calls with her using English.

### 4.2.2 For D-III Bahasa Inggris

The writer suggest that D-III Bahasa Inggris could add more courses or knowledge about telemarketing especially in Business Communication. It could help the students in the future if they are ought to do marketing in their internship place.