

CHAPTER IV

CONCLUSION

The problem I face during my internship is difficulties in writing the promotional content in English on social media as a promotion staff at La Douche Vita. In discussing this issue, I discovered three causes. The first cause is I was inexperienced in writing promotional content. The second cause is I was lack of vocabulary in English. The third cause is I had poor grammar. I also found three effects of my problem. The first effect is my supervisor was not satisfied with my work. The second effect is the promotional content was not attractive. The third effect is I lost my confidence. After having observed the causes and effects, I find three potential solutions to solve the problem, first is I will ask my supervisor to help me in writing promotional content. Then I will practice writing English. And the last is I will use online resources to correct my grammar.

For the best solution I will use the first, the second, and the third potential solutions, because all of them connect one another. Firstly I will ask my supervisor to help me in writing promotional content, then I can get

some input and advice related to my job description. Secondly, I will keep on practicing writing in English, and putting my supervisor's advice into practice daily. Finally I will also use online grammar resources to correct my grammar.

Writing a promotional content in English is not such an easy thing to do. In order to have the ability to write in English and be able to create a good promotional content, the one which can be received well by the customer, a promotional content writer must have experience in writing promotional content, be willing to practice and check the result by consulting online resources. However, all these solutions will not work well without the feedbacks from experts. A promotional content writer still has to consult others who have more knowledge about writing promotional content to have a better result.

