

CHAPTER V

CONCLUSION

Based on the research, I would like to conclude the importance of English communication skills in a marketing department. The marketing staff of PT. Cahaya Sejahtera Abadi must possess English competence, especially when dealing with foreign customers. By mastering English well, they will be able to do their task properly. There are some functional types of spoken and written English used in marketing department by the marketing staff, which are, negotiation, offering a new product, and meeting and visiting.

In facing the global era nowadays, marketing staff should have a good negotiation skill, which is, a part of communication skills in English language. Yet, if they cannot speak English fluently, how can they perform their job well as a marketing staff? The ability of using spoken and written English is very essential for marketers because their tasks demand them to communicate and negotiate with customers from other countries. However not every marketing staff can use English properly, as they have problems in using proper English, usually with the vocabulary and pronunciation. They also find difficulty in using appropriate grammar.

To overcome the problems above, I suggest the best solution for the marketing staff at PT. Cahaya Sejahtera Abadi is that they have to learn English more by taking an English course because it is important for marketing people to be able to speak English for their marketing purpose. I think taking a course will help improve their English so they will be fluent, both in oral and written English. The future, if the company has decided to recruit new personnel or to open a job vacancy, they have to put English ability as one of the requirements. I do hope the solution could be helpful for the marketing staff at PT. Cahaya Sejahtera Abadi.