

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on previous chapter, the writer concludes that the manual process of making "SEMESTA" cigarette *kretek* at CV. Atlas Indonusa includes:

- a. smearing glue on the cigarette paper
- b. gathering tobacco on the mould
- c. *positioning the paper on the mould*
- d. grinding (process of) tobacco into cigarette
- e. *making next the shape of cigarette*
- f. checking the standard weight of cigarette
- g. storing the cigarette into the warehouse of half-made-product
- h. wrapping cigarette and sticking tax ribbon on packet size

The manual process which is taken by CV. Atlas Indonusa to make **cigarette** *kretek* is the right strategy to begin a big enterprise and a successful **company**.

4.2 Suggestion

Based on the conclusion, until now CV. Atlas Indonusa still keeps the consistency to make a good cigarette *kretek*. The writer suggests, it is better to

make an innovation in cigarette product in order to increase the income in selling but still in manual process. It is better that CV. Atias Indonusa issues "SEMESTA" cigarette *kretek* in luxurious packet size like other famous brand cigarettes in Indonesia.

