

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Promotion is one of the strategies in doing marketing. Content uploaded for tourism promotion can be in the form of videos or photos but, creating content in the form of videos is arguably more interesting because it combines images, sounds, and messages. Videos are made as attractive as possible so that viewers would enjoy watching a video and they are interested in visiting the tourist attractions that are promoted. In making video promotion, the writer use several method such as observation, interview, and documentation. By those method, the writer did a check trough social media and YouTube about the language that is often used for promotional videos, did a check the language style and forms of promotion that used by Serulingmas Banjarnegara Interactive Zoo directly and indirectly, and conducted interviews with employees of Serulingmas Banjarnegara Interactive Zoo about anything related to content creation or promotion and find out the words they often use in promoting Serulingmas Banjarnegara Interactive Zoo. It is found that the language style that usually used in video promotion is non-standard language. Not only that, it is also found that the language style used in conducting promotions in the form of videos use a sentence of place-marking at the beginning of the video and

there are explanatory sentences about what is in the tourist attractions being promoted.

In making video promotion, there are some stage such as pre-production, production, post-production. Pre-production is the preparatory stage before the production stage and there are several stages in pre-production namely determining idea, time schedule, script writing, storyboarding, talent and crew preparation. Production stage is the stage of video shoot and voice recording. In production stage, the writer faced several difficulties but it can be solved by coordinating. Post-production is the stage of finishing. At this stage, the editing process occurs and video promotion finished on time.

In making narration and subtitle, the writer considered several things, such as the parts that wanted to show in the video promotion, the facilities and rides that wanted to offer, the packages that wanted to offer, and special offers. In writing the narration, the writer also considered about words or sentences that usually used in video promotion with observation and Interview. It is found that not all word elements must be translated. For example, in the narration there is the word "teman-teman" which originally meant "guys", it does not need to be translated because it's not too necessary.

## **B. Suggestion**

Based on the review of Job Training Report above, the writer provides several suggestions that could be taken into consideration. It is necessary to check the suitability between narration and subtitle periodically to minimize errors. In making subtitle on a promotional video narration, sometimes there are some words that are not suitable when associated with the narration and video. Therefore, periodic checks are needed so that the subtitles can match the narration and video. If possible, checking with a proof reader can be very helpful.

In making narration and subtitle, it is recommended to make them in the first week of job training, so the consultation for subtitle is not rushed. Because of subtitle checking is done periodically, it really takes a lot of time. If narration and subtitle are made after the first week of job training, the chances of the video being uploaded during the job training period are small. Because of that reason, it can be a consideration to make a narration and subtitle earlier.

In conducting job training and wanting to create a project based on online media, it is recommended to do job training at Serulingmas Banjarnegara Intercative Zoo. Serulingmas Banjarnegara Intercative Zoo really supports students who want to do job training there and want to create content that is uploaded via online media. The marketing division would guide and give good directions to realize the content or project that want to create.