

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

After carrying out and finishing the job training implementation for two months, the job training product completely produced is in form of promotional video with English subtitles. These videos duration of about three minutes and five minutes contained motion pictures and narration to promote tourist attractions in Banyumas regency. The product of the video is not only for students but also there is collaboration with the agency. This collaboration was intended to produce a promotional video that showed creativity and the idea to promote tourist attractions in the Banyumas regency. Besides, the skill that had been learned while studying in the English Diploma Program was useful in producing these promotional videos. These promotional videos purposed to help Sahabat Wisata Tour and Travel to revive the existence of the tourist attractions in Banyumas regency and also introduce Sahabat Wisata Tour and Travel to the public as a travel agent that is able to accompany the trip of vacation.

5.2 Suggestion

There are some useful suggestions for students and also tour agencies. First, the intern students are advised to produce videos with different ideas and creativity. Many videos have been produced by Sahabat Wisata Tour and Travel. Producing videos with storylines such as conversations with residents. The video can be made into cinematic videos. Second, for internship students who want to do job training in Sahabat Wisata Tour and Travel, the students have to prepare

devices and equipment to produce a product in your project. Focus on the product you will make, because it will be used as a product in doing job training and it relates to the title of the report. Third, due to the promotion being handled by only one employee, the idea, creativity, and the process of making video were limited. To boost company promotion, the company has to hire more marketing personnel who correspond to the field of digital marketing. Fourth, the agency should have a target such as making promotional videos regularly with consistency that can provide a profit for the agency. Fifth, the idea of making a promotional video with English subtitles is a great way to promote the tourist attractions to visitors, especially foreign tourists. Sixth, the provision of equipment facilities to assist the internship student in producing video.

