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Title	: English Promotion of PT. Palawi Risorsis Baturraden Through Instagram
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SUMMARY

This job training report is titled "English Promotion of *PT. Palawi Risorsis* Baturraden Through Instagram." This job training carried out for one month, from March 1 to March 31, 2021, aimed to explain the job training implementation, explain the process of creating video promotion, explain the English promotion strategy, and explain the obstacles and solutions faced by officers in the English promotion of *PT. Palawi Risorsis* Baturraden through Instagram.

Palawi Baturraden, one of the most prominent tourist attractions in the Baturraden area, is a natural attraction with various tourist activities facilities, such as outbound areas, waterfalls, botanical conservation and various other exciting areas. Palawi Baturraden also has a promotional strategy to increase the number of visits.

In this promotional activity, Palawi Baturraden has a strategy during the Covid-19 pandemic by utilizing social media, especially Instagram. Instagram is one of the social media that is often used to share photos and videos that can attract people's attention. The use of Instagram is also expected to increase the tourist visits to Palawi Baturraden. In this job training activity, the methods used were interview, observation, video editing, and library study to add the writer's references.

There were also obstacles in the course of out this job training, namely human resource constraints, limited tool facilities, and social media management constraints. In addition, the writer also knew the solution to these obstacles. From these solutions, the writer can concluded that the solution can help Palawi Baturraden by increasing the number of visits to Palawi Baturraden.

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RINGKASAN

Laporan praktik kerja ini berjudul “*English Promotion of PT. Palawi Risorsis Baturraden Through Instagram*”. Kegiatan praktik kerja ini dilaksanakan selama 1 bulan, mulai dari 1 Maret – 31 Maret 2021. Tujuan dilakukan praktik kerja untuk menjelaskan penerapan praktik kerja, proses pembuatan video promosi, strategi promosi berbahasa Inggris, dan kendala serta solusi yang dihadapi petugas dalam promosi berbahasa Inggris di PT. Palawi Risorsis Baturraden melalui Instagram.

Palawi Baturraden merupakan salah satu wisata terbesar di kawasan Baturraden. Palawi Baturraden merupakan wisata alam yang memiliki berbagai fasilitas kegiatan wisata, seperti area *outbound*, air terjun, konservasi botani dan berbagai area menarik lainnya. Palawi Baturraden juga memiliki strategi promosi untuk meningkatkan jumlah kunjungan.

Dalam kegiatan promosi di Palawi Baturraden memiliki strategi dimasa pandemi covid-19 yaitu dengan memanfaatkan sosial media, terutama instagram. Instagram merupakan salah satu *social media* yang sering digunakan untuk membagikan foto dan video yang dapat menarik perhatian masyarakat. Penggunaan instagram ini juga diharapkan dapat meningkatkan kunjungan wisata ke Palawi Baturraden. Dalam kegiatan praktik kerja ini, metode yang digunakan yaitu wawancara, observasi, pengeditan video, dan studi pustaka untuk menambah referensi penulis.

Adapula kendala yang dihadapi penulis dalam melakukan praktik kerja ini, yaitu kendala sumber daya manusia, keterbatasan fasilitas alat, dan kendala pengelolaan sosial media. Selain itu, penulis juga mengetahui solusi dari kendala-kendala tersebut. Dari solusi tersebut, penulis dapat menyimpulkan bahwa solusi tersebut dapat membantu Palawi Baturraden dalam meningkatkan jumlah kunjungan ke Palawi Baturraden.