

## CHAPTER V

### CONCLUSION AND SUGGESTION

In writing this job training report, the writer concludes that Palawi Baturraden is already good at managing the attractions they have. The number of exciting tourists in Palawi Baturraden makes Palawi Baturraden one of the famous destinations in Banyumas. Therefore, Palawi Baturraden needs to increase promotion through social media. Palawi Baturraden must maximize social media to promote, especially Instagram. In today's modern era, many people access Instagram and see tourist references through interesting videos that appear on social media.

However, the limitation of human resources in Palawi Baturraden is an obstacle for the marketing team in creating promotional content. Therefore, Palawi Baturraden must maximize internship students to help with promotional activities. In creating promotional content, the marketing team of Palawi Baturraden must also pay attention to the equipment used. The equipment used at least is qualified for video capture, such as cameras, stabilizers, mics, etc. The writer also concluded the need for Palawi Baturraden to create a special division that serves as a content creator. The need for making promotional videos is undoubtedly beneficial to increase the number of visits. Therefore, the more promotional videos made, the more people will be interested in visiting Palawi Baturraden.

