

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

From the previous chapter, conclusions have been obtained related to the findings, it can be conclude that producing a video with a duration about four minutes was made to find out about some public and special facilities at Bulupitu Station, the video promotion has gone through several steps from observation to finishing, and will later be uploaded to the CV Sahabat Nusantara Sejahtera YouTube account.

The concept of making this promotional video is to use voice-over in Indonesian and subtitles in English aiming to increase viewer enthusiasm while learning English, as well as helping promotional videos for transportation facilities that are rarely found in English.

5.2 Suggestion

Digital or online promotion media has a positive and significant effect on public interest. Therefore, Suggestions for companies are to increase the field of promotion of tourist attractions and transportation facilities, considering that this company is passive in carrying out promotions. It is also recommended for companies improve English language skills for admins who provide information and promotions using English so that they convey and upload promotional videos properly.