

## **CHAPTER V CONCLUSION AND SUGGESTION**

### **A. Conclusion**

According to the result of the discussion it can be concluded that CV. Sahabat Nusantara Sejahtera uses promotions through promotional video and uses English to attract local and foreign tourists. Promotion is often done through the internet such as websites or social media.

One of the social media that CV. Sahabat Nusantara Sejahtera used is Youtube. The video is published through the account owned by CV. Sahabat Nusantara Sejahtera to promote The Village so that people who watch the promotional video can be interested in visiting The Village and using the services of CV. Sahabat Nusantara Sejahtera in traveling.

### **B. Suggestion**

In carrying out the job training, there are several suggestions for CV. Sahabat Nusantara Sejahtera to improve the quality of promotion their services. It is suggested that CV. Sahabat Nusantara Sejahtera makes the best use of social media and even more active in making interesting promotional videos. In publishing promotional videos on their Youtube account, they can add interesting and popular hashtags so that their promotional videos can be searched by people on Youtube. The suggestion based on the writer observation when conducting job training. It would be better if these suggestions can be accepted and implemented because the intent and purpose is to improve the quality of their promotional services.