

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

Based on the results of the explanation described in the previous chapter, the writer can conclude that the writer helped manage Elsotel Purwokerto's Instagram social media and creating video content for several Elsotel Purwokerto events such as Birthday Events, Dinner Events, Romantic Dinners or Company Events. The writer also helped made English promotional videos to promote Elsotel Purwokerto on social media Instagram and visitors can get complete information from the promotional video that the writer has made. The writer also introduce the facilities available at Elsotel Purwokerto and showed one by one five types of rooms and four types of meeting rooms are available at Elsotel Purwokerto in the promotional videos that have been made.

#### B. Suggestion

There are some suggestions to improve the promotion quality of Elsotel Purwokerto. The writer suggests that Elsotel Purwokerto should also use other platforms to promote their hotels so that Elsotel Purwokerto is active in promoting its hotels on all platforms. Nowadays many people are starting to look for all information on TikTok, Twitter and others. The writer also suggests that Elsotel Purwokerto should also be more updated and active on their website, because many visitors are also looking for information about Elsotel Purwokerto on the website and if there is a change in information it is better to update it directly to the website and the visitors do not get wrong information. Apart from that, the author also suggests that Elsotel Purwokerto recruit social

media specialists again and have more than one editor because it can be much more efficient.

