

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the discussion, there are several conclusions. English is a language that can help in tourism because visitors not only come from local tourists, but also foreign tourists. This must be improved in advertising and communication services. This English booklet can be very useful because it helps promoting the tourist attraction of Pubasari Pancuran Mas for international tourists.

When preparing the booklet, there are detailed information about the goods and services offered to tourists, so consumers are interested in reading the content of the booklet. The design of booklets, with simple backgrounds and attractive colors, is creatively created.

B. Suggestion

There are some suggestion for the company to increase promotions so that tourists can find information easily.

1. Purbasari Pancuran Mas should distribute booklet to their relatives so that more people will know about their business.
2. Purbasari Pancuran Mas should provide information boards using the English language so that foreign tourists can know the location of toilets, prayer rooms and other places.
3. Purbasari Pancuran Mas provides English speaking guides to facilitate and improve communication services for foreign tourists.

4. Purbasari Pancuran mas should increase publicity and information through print media and social media to attract and interest new customers to visit these places.

