

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Creating promotional New Small World videos with English subtitles in TikTok is a highly effective marketing strategy. By leveraging the power of TikTok's massive user base and its emphasis on short, engaging videos, the writer reaches a wider audience and generate interest to come to New Small World.

Including English subtitles in your videos is crucial as it enables to target wider viewers as well as the platform to learn English Language. This not only enhances accessibility but also makes your content more inclusive, allowing potential visitors from wider region to fully appreciate and understand the attractions your destination has to offer.

In summary, creating promotional New Small World videos with English subtitles in TikTok offers an exciting and dynamic way to showcase the destination, engage with a global audience, and ultimately drive tourism. By using the platform's unique features and consistently uploading content it can increase destination's visibility and attract potential visitors.

5.2. Suggestion

In carrying out the job training at New Small World for 1 month, several problems were faced in carrying out all duties in accordance with what had been described in the previous explanation. By the obstacles that were left, some suggestions can be given to the company so that it continues better.

Several suggestions that can be given such as being more active in operating

TikTok of the company, using TikTok ads to develop the TikTok of the company, editing all the content well prepared before uploading in TikTok, giving promotion job to the staff who master in, and providing all the tools to support online promotional activities in New Small World.

