

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

From these results, it can be concluded that Instagram has become an effective medium for educational media at tourist attractions. In addition, during the job training, the @new.smallworld Instagram account developed with the addition of new videos and informative content, moreover the author also providing educational value as an educational tourist spot.

The job training that has been carried out for 1 month has produced 2 main products, namely promotional video and informative content that containing descriptions of 24 miniature landmarks in the New Small World. All of them are published via @new.smallworld Instagram account.

After the job training, several obstacles related to developing New Small World's Instagram account to promote educational tourism have been discovered and can be resolved on time. Meanwhile, the New Small World account has experienced several developments such as the number of followers has increased by 1,404 Instagram users (4879 followers before job training and 6283 followers after job training), bio improvement from the @new.smallworld Instagram account, and 813 content after job training). This progress certainly increase the number of visitors who visit New Small World.

B. Suggestion

Based on these data, there are several suggestions to improve the tourism sector especially for the management of New Small World. They need to improve consistency for content on Instagram and not only focus on tourism promotion, they also need to provide more educational content to be better known as educational tourism. the role of Instagram influencers who have many followers also give a good effect for the development of a tourist spot, it will make their Instagram get development in promoting tourist attractions. In addition, tourism actors in Banyumas have not targeted foreign tourists as the main target. Therefore, English is needed and applied to the main areas of promotion and communication.

