

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

According to the result of the discussion that has been explained in the previous chapter, it can be conclude that:

1. Creating English promotional videos for the village that has the culturally based tourism should take care of several aspect that are important to attract the tourist and how tourist enjoy the activities. Besides, to attract the foreign tourist not only thought about the activities will the tourist do, but also how the tourist has their memorable moment in Tamansari Tourism Village as one of example is by souvenir.
2. The media of the promotion has the important role to promote the video. If the promotion video has good quality, it can reach a lot of viewers too. all the platform of the media has their own busy viewers hour. it is important to observed when the right time to published the videos and reach viewers as much as possible.
3. Script also has an important role to manage the storyline of the promotional video. There should be a revision to make the script better to produce the best English voice over for the promotional video.

B. Suggestion

There are several suggestions for Tamansari Tourism Village to improve their promotion. The writer suggests POKDARWIS Tamansari to more active and upload video activities about Tamansari Tourism Village in Instagram Reels and Youtube short to reach more viewers and increase the visitors. The second suggest from the writer is to make Tamansari own website and post something interesting photos, videos, and event news about Tamansari Tourism Village. It all makes the tourist easier to find about Tamansari Tourism Village. The writers also suggest all the staff of the POKDARWIS Tamansari Tourism Village to

improve their English skills in order to promote activities using English and provide information by communication with the foreign tourist. The writer written all the suggestion based on the observation. It would be great if the suggestion could be accepted and implemented to improve the quality of Tamansari Tourism Village promotion.

