

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Creating English Promotional Brochure on Instagram for Bayan Village is a highly effective marketing strategy. The creation of a promotional brochure on Instagram demands a strategic blend of compelling content and captivating visuals. Crafting a clear and concise message, maintaining visual appeal, and ensuring consistent branding are paramount to success on this visually-driven platform.

The inclusion of a strong call-to-action encourages audience engagement, guiding them towards the desired next steps. Prioritizing mobile optimization is essential, given the prevalence of mobile users on Instagram. Tailoring content to resonate with the target audience, highlighting unique selling points, and analyzing metrics through tools like Instagram Insights contribute to ongoing success.

Bayan Waterfall has used social media to promote their activities. However, they do not have promotions that use English and this job training help this agency make promotional activities in English. The result of job training is promotional brochure to increase tourism promotion activities and attract tourists to using service Bayan Waterfall. Then, the brochure was uploaded on Instagram story highlights @bayan.village through Ms. Clarissa as the staff of Bayan Village.

5.2 Suggestion

In carrying out the job training at Bayan Village for one 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.

In carrying out the job training at Ketenger Village for one month, several problems were faced in carrying out such as, know the use of English as a means of communication between tourist and staff. Beside that, can analyze the role of English in tourism marketing, wether it is very good or not. The last, creating other promotional media that are more creative, such as promotional videos, printed brochure, banners, pamphlets and others.