

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the results of the explanation explained in the previous chapter, the writer can conclude that the writer helps managing Luminor Hotel Purwokerto on Social Media, the writer made a promotional video with English subtitles to promote Luminor Hotel Purwokerto in Collaboration with Badan Layanan Umum Daerah (BLUD) and it uploaded on the YouTube platform. The writer also helped in creating video content for several events at Luminor Hotel Purwokerto such as Birthday Event, Kid's Cooking Class, Blood Donations, Dinner Events or Company Events to be uploaded to Instagram Stories.

#### **B. Suggestion**

There are several suggestions for improving the quality of Luminor Hotel Purwokerto promotions. The writer suggests that Luminor Hotel Purwokerto always make promotional video with new innovations, also use other social media platforms to promote the hotel therefore Luminor Hotel Purwokerto is active promotes its hotels on all platforms. Nowadays many people are starting to do this, looking for all the information on YouTube, TikTok, Instagram and others. The writer also suggests that Luminor Hotel Purwokerto must also be more updated and active on their hotel website, as well as adding more detailed information about the hotel because many visitors are also looking for information about Luminor Hotel Purwokerto on the website, and the writer also suggests that Luminor Hotel Purwokerto recruit more social media specialists to be more efficient in creating content and promoting the hotel.