

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Through conducted interviews and observations, Owabong Waterpark has utilized various platforms to promote its rides and facilities. However, Owabong has not used promotions in English, because the visitors who come are not only local tourist but also foreign tourists, this job training was carried out to help Owabong create promotional tools in English.

The outcome of this job training manifests in the form of e-booklets, serving as promotional tools to increase tourism activities and entice tourists to visit Owabong Waterpark Purbalingga. These e-booklets were printed in QR code format and uploaded across all Owabong Waterpark Purbalingga's social media channels.

B. Suggestion

The writer had some suggestion for the company to increase promotions so that tourist can find information easily.

1. Owabong Waterpark needs to install English signage indicating the whereabouts of restroom, prayer rooms, and various other facilities.
2. Owabong Waterpark offers English-speaking guides to enhance communication and improve service for foreign visitors.
3. Owabong waterpark should boost its promotion information dissemination via print and social media platforms to entice and engage potential new customer to visit these places.

For the next student that want to create booklet in the future, there are several things to consider.

1. Prepare a lot of ideas to create a booklet such as the design, pictures for the booklet, determining the theme for booklet.
2. Try to find the easiest application for editing booklets such as Canva, Adobe Photoshop, Corel Draw. Because, there are not a lot of people that can designing graphic.
3. Communicate, Communication is very important, especially if you are not an expert in a field such as editing or making booklets, asking and learning from people who are more expert will be an effective way to achieve your goals.

