

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Through the brochure that has been updated into a more effective foldable brochure, the promotion has become more informative for potential guests because now the brochure contained with description of the rooms and facilities that is promoted by the hotel. The writer also took an active role in distributing the brochure to various public areas, including cooperation with several state departments, ensuring that important messages about Elsetel services were widely disseminated. With this initiative, the brochure was able to reach more widely range of potential guests because now the brochure is presented in English.

B. Suggestion

To update the printed brochure, there are several suggestions that can help improving the quality of Elsetel Hotel promotion more thoroughly. Firstly, the writer suggests that Elsetel Hotel to create English version of their brochures in order to give information and promote Elsetel Hotel Purwokerto to foreign tourist. Utilizing social medias such as TikTok, Instagram, and other platforms could also help them to promote their hotel facilities and services to wide range of customers, whether is local or foreign tourists.

The second suggestion, Elsetel need to pay more attention to their official website and update the information on their website. Along with the number of visitors looking for information about the hotel through the website, it is important to regularly update the pamphlets or current information physically and online. This will help visitors to get accurate and up-to-date information about Elsetel Hotel, to avoid misunderstandings of information discrepancies. Lastly, for the students that want to do their job training in Elsetel Purwokerto

with the similar project as the writer in the future, they could be more focused to updating and utilizing the website and digital platforms.

