

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

The job training indicates that Lokawisata Baturraden did not have digital content in English. Instead, they only promoted Lokawisata Baturraden with the Indonesian language. Therefore, digital content can be used to introduce Lokawisata Baturraden to tourists via the internet or social media, both locally and internationally. Furthermore, the digital content must be both creative and effective in order to attract the attention of potential tourists and encourage them to read it. Efforts have been made to ensure that the content is easy to understand.

#### **B. Suggestion**

The writer's recommendation to Lokawisata Baturraden is to utilize bilingual captions in English and Bahasa Indonesia on their promotional activities. This would assist foreign tourists in understanding the content of the promotional material and encourage them to visit Lokawisata Baturraden. By including bilingual captions, foreign tourists can be informed about the content of the promotional material and can also serve as a source of knowledge for local tourists.