

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

Dinas Pariwisata dan Kebudayaan Kabupaten Kebumen is the government organization responsible for managing and promoting tourist attractions in *Kabupaten* Kebumen through a variety of online and offline tourism promotion strategies. Currently, this government institution does not have detailed information media as a source of tourism information are generally accessible to the public. Creating a tourist e-booklet in serve two languages (Indonesian and English) is expected that it serves as a media and source of tourism information that is accessible to the public.

The e-booklet introduces information about 3 historical tourist attractions, 11 artificial tourist attractions, 22 natural tourist attractions, 4 tourism villages, 2 typical foods and 1 traditional art, hotels and lodgings and also several restaurants in Kebumen. Furthermore, the online distribution of e-booklet through Instagram *@plesirbumen* and the website⁹ of Disparbud Kabupaten Kebumen and offline distribution uses an X banner with a barcode that can be scanned by people who come to the office is expected to ease the public's access to a tourism information source about tourist attractions in *Kabupaten* Kebumen that can be accessed anytime and anywhere without being limited by time or space.

B. Suggestion

Based on the job training activities, there are several suggestions that is expected to be useful or can be evaluation material for Disparbud Kabupaten Kebumen, following:

1. In the future, Disparbud Kabupaten Kebumen should strengthen a good relationship with the English Diploma Program of Jenderal Soedirman University through increased intense direct communication.

⁹ Official Website of Dinas Pariwisata dan Kebudayaan Kabupaten Kebumen.
<https://disparbud.kebumenkab.go.id/>

2. The Tourism Marketing Department of Disparbud Kabupaten Kebumen should be responsible for maintaining and updating information about tourist attractions in Kebumen, including entrance prices and available facilities.
3. Disparbud Kabupaten Kebumen should be more active in promoting tourist attractions in Kebumen through social media.

