

CHAPTER V

CONCLUSION & SUGGESTION

A. Conclusion

In conclusion, the internship at Luminor Hotel proved to be a highly valuable experience. Throughout the process, the skills necessary to produce short videos for commercial purposes were acquired. The role of marketing communication entailed significant complexity in driving sales growth within the company. Through the six series of short videos created, it became evident that they had contributed to producing English short videos that were previously absent from Luminor's TikTok account. These English short videos provided potential visitors/guests with information via TikTok social media. Some of the content introduced various activities available at Luminor, such as swimming in the infinity pool, ordering food and drinks at Rock'N Sugar restaurant and Lounge, hosting important events in Luminor's six function rooms, and highlighting the three special room types offered by Luminor Hotel to enhance guests' comfort.

B. Suggestion

During the Job Training process, several suggestions were made to improve the existing promotional system of Luminor, which would have had a positive impact on room sales and increased brand awareness of Luminor itself. At that time, many people had started reading information from TikTok, X (Twitter), and YouTube. It would have been beneficial if Luminor had also actively posted on these platforms, as it was observed that Luminor Purwokerto had not been very consistent in branding on platforms other than Instagram. This could have been done to increase awareness and potential sales.