

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

The job training conducted in producing bilingual digital content for the Better Banyumas Instagram account of Banyumas Regency is a promising solution to promote Banyumas culture both domestically and internationally. By using bilingual content, we can reach a wider audience, including foreign tourists seeking to learn more about Banyumas culture and local residents studying English. Moreover, digital content can effectively increase awareness and disseminate information about Banyumas. The features utilized on Instagram are also crucial in attracting attention and encouraging visitors to explore Banyumas.

#### **B. Suggestions**

During the three-month internship at Better Banyumas Instagram, suggestions were made to enhance the program and its effectiveness in promoting Banyumas culture. One key recommendation was to provide regular assignments and clear guidance to interns. This would help them become more productive and gain valuable work experience. Additionally, while the Better Banyumas Instagram account is government-run, it could benefit from incorporating more in-depth information about Banyumas culture into its monthly content. This would better serve the local community, especially Banyumas residents themselves. By implementing these suggestions, the internship program can be even more valuable in preparing students for future careers and promoting Banyumas culture.