

## **CHAPTER V CONCLUSION AND SUGGESTION**

### **A. Conclusion**

As a result of the job training report, a printed booklet entitled “Uncovering The Beauty of Banyumas Tourism Village” was created. The narration is presented in short form using the Indonesian and English language and contains a short description of each tourism village and favourite destinations of Cikakak, Pekunden, Kemutug Lor, Karang Tengah, and Kalisalak villages. The process of making booklets uses 4D methods, such as the defining stage, design stage, development stage, and dissemination stage.

In developing the product, problems were experienced in the form of limited time to make observations to obtain the information needed, finding additional information to support the making of the product, and the lack of documentation from Dinporabudpar Banyumas that supports the making of the product. Based on the problems mentioned above, several steps were taken to overcome the problems. This included conducting observations on the Internet, interviews with representatives of the tourism office and administrators, and searching for archives or documentation from sources other than Dinporabudpar.

### **B. Suggestion**

After conducting the job training report, several suggestions were given. The first is to reconstruct the narration in the platform managed by Dinporabudpar Banyumas. This is because the product created is printed media in the form of booklets. However, the first thing readers or tourists see when looking for tourism information is the relevant regional tourism web or application. Therefore, the first step is to reconstruct the narration or information on the web or in the application managed by Dinporabudpar Banyumas.

The second suggestion is to introduce all tourism villages in Banyumas, not only those that have developed. Introducing more products or cultures typical of tourism villages that are now rarely known is also necessary. Especially in terms of culture,

the culture owned in Banyumas, especially in tourism villages, is very diverse, so it is unfortunate if the culture is extinct or not recognized anymore.

The last suggestion is to add a tourism marketing strategy in Banyumas, not limited to the web or Instagram. Trying new strategies, such as short films, might be an interesting option. With attractive advertising, short films can be a very effective marketing medium because they can reach a very wide target market. In addition, short films are very simple, so tourists do not need to read them, only watch and listen to them.

