CHAPTER V
CONCLUSION AND SUGGESTION

A.   **Conclusion**

Based on the previous chapter, it can be concluded that when creating Banyumas traditional dance e-booklet, several methods should be done, such as illustrations, text, typography, color, size, and layout. In addition, several stages to create an e-booklet must be done. First, prepare the e-booklet concept, such as choosing themes for the e-booklet and preparing photos to be included in the e-booklet. Second, make a list of content to include in the e-booklet, such as the Information about Banyumas and the various Banyumas traditional dances. Third, prepare the tools to support the creation of this e-booklet. This e-booklet is disseminated through Dinkominfo website and Rumah Lengger Instagram in the form of a barcode thus it can be accessed using a handphone and can be accessed anywhere.

The result of the job training at the Dinkominfo Banyumas is to help improve the branding of Banyumas, because Banyumas was chosen to be a Smart city. To create a smart city, there are several categories, one of which is smart branding. The smart branding strategy carried out for the city of Banyumas is to promote Banyumas traditional dances through e-booklet and Dinkominfo has a role in increasing Banyumas branding as a smart city. Therefore, creating an e-booklet in English is needed as a bridge to improve the media promotion of traditional banyumas dances at the global level.

B.   **Suggestion**

In carrying out the job training at Dinkominfo Banyumas for 3 months, several problems were experienced. Thus, several suggestions that can be given are that the institution should provide a camera to capture major events. Besides, they also need guidance prior to undertaking event coverage tasks.

Furthermore there is a suggestion for Rumah Lengger, that they should consider developing more innovative and creative promotional media. Utilizing social media platforms such as TikTok or Instagram could enhance external promotions and increase public interest in Banyumas traditional dances