

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the job training conducted, Purbasari Pancuran Mas Educational Tourism Park used social media, specifically Instagram, TikTok, and WhatsApp Business, to promote its business. Their Instagram typically only re-posts testimonials from the visitors, namely video content about the tour and group photos during the tour. Therefore, they also post some promotional videos with less than 2 minutes in length on their Instagram story every day.

The bilingual content made is in the form of image posts and video. There are 6 topics in total. The first content is a tourist route map, in a ratio of 9:16 as an Instagram story post and 1:1 as an image post. The tourist route map was put in the form of a link to make it easier for interested parties to use the map.

The second content is an appeal for the potential visitors to keep their safety. This content includes information on keeping their children safe, not littering, eating or drinking in the pool, or smoking in the aquarium area. This content was made of an announcement that is usually announced by the Purbasari Pancuran Mas Educational Tourism Park's front office officer.

The third and fourth content are the animal's fun facts. The animals chosen are *Arapaima Gigas* fish and Wreathed Hornbill bird. *Arapaima Gigas* was chosen because Purbasari Pancuran Mas Educational Tourism Park is famous for its *Arapaima Gigas* Aquarium. The Wreathed Hornbill bird was chosen because more information about it needs to share. Wreathed Hornbill is one of the "Rangkong" bird species. There are more than 5 species of this bird.

The fifth content is a video tutorial on how to book an entrance ticket online. The video is less than two minutes in length. This video was made to help visitors who want to buy an entrance ticket online and tell them what to do next after they purchase the ticket.

The sixth content is the Kraca Bungur homestay promotional post. This content includes information about the facilities offered, such as the water heater, free snacks, mineral water, and the free pass to Purbasari Pancuran Mas Educational

Tourism Park. It also includes the WhatsApp number of the public relations and marketing division of Purbasari Pancuran Mas Educational Tourism Park to allow interested parties to get further information about the homestay.

B. Suggestions

Based on the job training at Purbasari Pancuran Mas Educational Tourism Park, there are several suggestions offered to Purbasari Pancuran Mas Educational Tourism Park to improve its business promotion. Purbasari Pancuran Mas Educational Tourism Park can make more bilingual content to promote their business and attract more foreign tourists to gain more information and visit Purbasari Pancuran Mas Educational Tourism Park.

Later on, to promote its business and increase the number of domestic visitors, Purbasari Pancuran Mas Educational Tourism Park can hold a contest or competition to create video content at Purbasari Pancuran Mas Educational Tourism Park. Then, the competition winners get prizes such as free passes or free entrance tickets to Purbasari Pancuran Mas Educational Tourism Park. Thus, Purbasari Pancuran Mas Educational Tourism Park can promote its business while increasing the number of visitors. The second suggestion is to separate the job description for each staff. For example, there are social media specialists and event organizers so as not to collide job descriptions between staff.

Another suggestion is that students should adapt to the changes and get prepared for the actual work industry. Also, to be prepared for the actual work industry, it is better for the students to have design skills to complete the English skills that have been learned during their education at Jenderal Soedirman University. This is because, in this digital era, design skills are very needed by most companies to run their businesses.