

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

The making of this bilingual digital booklet is aimed at fulfilling the need for promotional facilities that can be accessed widely by the public. This bilingual digital booklet was made to help UPTD Purwomas in promoting the tourist attractions they manage. The process of making the booklet was carried out through several stages, which are needs analysis, identification and data collection, booklet design process, convert the booklet design into digital form, trying out the digital booklet, and verification of the digital booklet by company. The content of the booklet was consulted with the head of UPTD Purwomas and the supervisor of the final project report. Many benefits obtained during the job training activities were work experience, knowledge and insights about tourism, and more insights on how to manage and promote tourist attractions.

#### **B. Suggestion**

The suggestions are offered to make the unit better, such as improving the promotional strategies to introduce tourist attractions widely, so that they are known by the wider community outside Banyumas. Besides, the unit needs to have promotional media in English, so that promotion can be carried out for foreign tourism. Furthermore, there is still an opportunity for interns to make products such as leaflets or promotional videos in English or in a bilingual language. Additionally, it is also necessary to improve existing facilities and infrastructure at tourist attractions, because there are several tourist attractions that are not properly maintained and the facilities are insufficient, so people are more interested in visiting.