

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This English tourism promotional video for Curug Song was created to address the underutilization of social media, particularly TikTok, in marketing the region's tourism potential. Through this video, the goal is to raise awareness of Curug Song, not only among local tourists but also international visitors, thereby increasing its tourist attraction and the number of visits. Additionally, I contributed to the creation of a TikTok account for Curug Song, managed its Facebook account as an admin, and developed various types of content aimed at introducing and promoting the beauty of Curug Song as a tourist destination.

B. Suggestion

Several suggestions have been made to improve the effectiveness of Curug Song's tourism promotion. I recommend that Curug Song become more active on social media by sharing daily stories on platforms like Facebook, TikTok, or Instagram to showcase the visitor experience and the atmosphere at Curug Song. Additionally, Curug Song should keep an eye on current trends to effectively utilize them as relevant promotional tools, while still considering the current circumstances. It would also be beneficial to collaborate with influencers or content creators who can help reach a wider audience and raise awareness of Curug Song as a tourist destination.