

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The job training at *Dinas Pariwisata dan Kebudayaan Kabupaten Kebumen* aims to develop a tourism promotion strategy using digital media, especially promotional videos in English. This strategy, using social media platforms such as Instagram, is set to make Kebumen tourism more attractive to people in Indonesia and around the world.

This research shows how important digital marketing for the tourism sector, especially when making good promotional videos. Through observation, documentation, interviews, and hand on practice, this study successfully produced promotional videos featuring various leading tourist destinations in Kebumen such as Pecaron Beach and Van Der Wijck Fortress.

In addition, this research also highlights the importance of English language skills in the tourism industry. These skills can help attracting foreign tourists and strengthen Kebumen's international.

B. Suggestion

Dinas Pariwisata dan Kebudayaan Kebumen needs to improve social media by regularly uploading attractive promotional content, including videos, photos, and informative articles about tourist destinations.

This content can include high-quality videos, aesthetically pleasing photos, and informative articles highlighting the beauty, uniqueness, and attractions of various tourist destinations in Kebumen. Additionally, interactive digital marketing strategies, such as Q&A sessions, live streaming, and collaborations with tourism influencers, can be implemented to boost audience engagement and attract more visitors to explore Kebumen.