

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

The job training conducted at Mas Kemambang Floating Park from July to October 2024 ran smoothly and in accordance with the established plan. The placement in the Marketing and Communication Division aligned well with the final project's focus on the application of promotion and communication strategies in tourism.

Throughout the training period, direct experience was gained in promotional activities, particularly in the design and development of a bilingual digital leaflet containing information about the park's facilities, entrance fees, and tourist attractions. The leaflet was based on field observations and data collection from relevant sources, and its preparation took approximately three weeks.

The final result of the training was the production of the bilingual leaflet aimed at both local and international visitors. To increase accessibility, the leaflet was distributed digitally via a scannable QR code placed at the park's ticket booth, allowing visitors to access the information using their smartphones.

Several challenges emerged during implementation, such as inconsistent weather affecting fieldwork and technical issues during the design process. These were resolved through schedule adjustments, collaboration with supervisors, and independent efforts to improve technical skills. Additional data was obtained effectively through internal documentation and direct communication with staff.

Overall, the job training was focused on enhancing knowledge of tourism promotion and communication. It also helped develop important skills such as adaptability, time management, and professional responsibility. These experiences are expected to serve as a strong foundation for future professional growth in the fields of communication, design, and tourism development.

## 5.2 Suggestions

Based on the results of the job training implementation as well as the evaluation of the process and outcomes achieved, several suggestions have been submitted and are expected to provide benefits, both for Mas Kemambang Floating Park as a cooperation partner, as well as for students who will carry out job training activities in the future.

### 1. For Mas Kemambang Floating Park

It is expected that the management of Mas Kemambang Floating Park can give more appreciation to the products of job training students, one of which is by displaying or displaying the work in a mutually agreed location, such as in the visitor information area or certain promotional points. This step is not only a form of appreciation for student contributions, but can also increase the visual appeal of tourist attractions.

Furthermore, if there are aspects of the product that still need further development, the management is expected to continue the development internally through the Marketing and Communication Division. That way, the work of students does not only stop as an academic assignment, but can also be utilized sustainably by the management for the sake of improving the quality of promotion of tourist destinations.

### 2. For Students Who Will Carry Out Job Training

For students who are interested in carrying out job training at Mas Kemambang Floating Park, this place offers quite good opportunities to develop skills in the field of tourism communication and promotion. One potential project to explore is the creation of a structured and professional tourist guidebook, which is currently available.

The preparation of a guide book can be a useful follow-up project, both for students in the learning process, and for Mas Kemambang Floating Park as an information tool for visitors. Students are advised to make in-depth observations, actively communicate with the management, and utilize available resources in order to produce a product that is not only of academic value but also has a real impact on the development of tourist destinations.