

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The previous chapter leads to the conclusion that a bilingual e-booklet promoting Kota Lama Banyumas needs to consider a number of factors, including layout, color, size, typography, illustrations, and text. Producing a bilingual e-booklet also requires a number of steps. Before starting to create an e-booklet, it is important to prepare the concept first. This means choosing a clear theme or main idea for the e-booklet. After deciding on the theme, the next step is to gather and prepare all the images that are to be used. This step helps organize the content and makes the design process easier later on. Preparing the concept and images early ensures that the e-booklet is clear and visually appealing to readers. The second step is creating a list of contents, including details about Kota Lama Banyumas and the tourist attractions included in the e-booklet. Other details include the cost of the entrance ticket, social media accounts, and accommodation. The last step is preparing the resources needed to create this bilingual e-booklet. To make it easily accessible from anywhere at any time, it was also posted on various social media platforms in the form of barcodes.

The goal of job training at the Department of Youth, Sports, Cultural, and Tourism of Banyumas Regency is to bring Banyumas tourist destinations to a broader audience and enhance Banyumas branding. Promoting Banyumas tourist attractions through bilingual e-booklets is the strategy used for the city. Therefore, producing bilingual e-booklets in Indonesian and English is necessary as a means of enhancing promotional materials both domestically and globally.

B. Suggestion

The implementation of job training at the Department of Youth, Sports, Cultural, and Tourism of Banyumas Regency was fraught with difficulties. There are a few suggestions that can be occurred: the company should provide

sufficient transportation for people who need to work outside of the office in order to be safe and comfortable; the office facilities should be improved, specifically the space needed to carry out work practices; and the company's social media accounts should be accessible for ease of content creation.

Further suggestions for Kota Lama Banyumas include the importance of creating innovative tourism offerings that highlight the significance of regional history and culture, as well as the significance of effective promotion across a range of media platforms in order to attract prospective travelers. Improving the quality of services and facilities is very important for making guests comfortable. This includes places to stay, ways to travel, and helpful tourist information. Good services and facilities help guests feel comfortable and have a positive experience during their visit.

