

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **A. Conclusion**

Based on the results of the study and the stages of making an English-language promotional video for educational programs at Jasa Angkasa Semesta (JAS) Academy, it can be concluded that visually-based promotional media designed in an attractive, informative and communicative manner has proven effective in attracting prospective students. The creation of this video considers various important elements, such as writing English scripts that are suitable for the educational context, selecting relevant visual elements, and setting the duration so that the content is easy to understand and still attractive to the audience.

The production stages of the promotional video included concept planning, script writing, shooting, editing, and publishing. The use of English as the main language in the video reflects the professionalism of JAS Academy and at the same time expands the reach of promotion, both to people from various regions in Indonesia and professionals who are familiar with international communication. This promotional video not only serves as an effective means of conveying information, but also a tool to strengthen the image of JAS Academy as a modern and quality educational institution. Overall, the end result of this project is expected to make a real contribution to increasing the number of applicants and

supporting the institution's branding strategy in the midst of global competition.

## **B. Suggestion**

Based on the implementation of this final project, the author recommends that Jasa Angkasa Semesta (JAS) Academy continue to develop and utilize digital promotional media, especially English videos, as an efficient communication tool in introducing educational programs to prospective participants. Properly designed promotional videos can attract audience attention and expand the scope of information to various groups, both domestic and international. To increase the effectiveness of message delivery, it is recommended that the video be supplemented with subtitles in Indonesian, to facilitate understanding by local audiences without compromising professionalism.

In addition, it is important for the academy to update the promotional content regularly, following the development of the education programs offered, so that the information conveyed remains up-to-date and attractive to prospective participants. The author also suggests that further research be conducted by other parties interested in this topic, to analyze the impact of digital promotional media on increasing the number of applicants quantitatively. The development of other forms of promotion, such as video testimonials from students or

documentation of academic activities, can also be an effective alternative in supporting the institution's overall promotional efforts.

