

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

The promotional videos were the final products of a three-month job training program at Java Heritage Hotel, specifically in Pandu Gift Store. A total of five promotional videos were created, each with a different concept. Although the five videos have different themes, they all share the same purpose to promote Pandu Gift Store, attract guests to visit, and make purchases. The five titles of the promotional videos for Pandu Gift Store are “*Product Collection of Pandu Gift Store*,” “*Ecoprint Shoes & Boho Sandals*,” “*Exclusive Attire for Stylishly Women at Pandu Gift Store*,” “*Exclusive Men’s Attire at Pandu Gift Store*,” and “*Must-Have Elegant Bags at Pandu Gift Store*.”

B. Suggestion

There are several suggestions. First, to enhance the quality of the promotional video, it is important to create a detailed plan from the beginning. Planning would ensure that the video production process runs in a structured and effective manner. It is important to prepare the necessary equipment. Ensuring that camera, lighting, and other tools are available and in good condition would reduce the chances of technical issues during filming. Gathering feedback from colleagues or supervisors for the initial draft of the video can provide valuable insights. This allows for improvements to be made before the final version is published, helping to ensure that the video effectively promotes the intended message and meets the standards.

Second, online platforms have developed very rapidly in recent years. These

platforms are essential for promotional activities. Commonly used platforms include social media such as Instagram, YouTube, and TikTok. However, some, companies, including Java Heritage Hotel, still do not make full use of online platforms like websites for promotion. Websites can be an effective tool for promoting hotel facilities. Many guests use a hotel's website as a reliable source of information. The content shared on the website also appears more official, which can help build trust for the hotel guests.

Third, Java Heritage Hotel can be recommended as a place for job training activities. The hotel has many divisions that can support the creation of products and assignments related to job training. The use of English is also common due to the large number of foreign guests staying at the hotel. This provides a great opportunity to improve English communication skills. The employees at Java Heritage Hotel are friendly and always willing to guide and support trainees who are eager to learn new things. Additionally, the hotel offers opportunities to connect with professionals, allowing trainees to build valuable relationships and expand their professional network.