

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Digital leaflets promoting tourist destinations in Banyumas have been completed as my product of the job training report. The leaflets highlight five destinations: Melung Village, Grojogan Ratu, Mas Kemambang Floating Park, Lokawisata Baturraden, and Bukit Tengtung. Each destination is accompanied by a description and the facilities it offers. The creation and dissemination of digital promotional products contribute to the revitalization of tourism in Banyumas Regency by utilizing modern marketing tools to reach a wider audience and increase visitor engagement.

The processes undertaken, such as collecting data on tourist destinations under Dinporabudpar Banyumas and creating digital promotional content, not only support Dinporabudpar's promotional efforts but also provide valuable practical experience in digital marketing and promoting tourist destinations. This initiative is expected to positively impact the cultural preservation of Banyumas Regency by attracting more tourists and informing them about the uniqueness of each destination.

B. Suggestions

After the completion of the job training report and product, several recommendations are proposed. To further enhance the effectiveness of digital leaflet promotions for tourist destinations in Banyumas Regency, it is recommended that Dinporabudpar continue to innovate its digital marketing strategies. This can be achieved by regularly updating the digital leaflet with the updated information, applying interactive features such as QR codes, and expanding the use of various social media platforms to reach a wider audience.

Furthermore, consistent monitoring and evaluation of promotional activities, as well as ongoing training for staff and interns engaged in tourism promotion will facilitate continuous improvement. This, in turn, will enhance the benefits of its

tourist destinations and contribute to the economic development of Kabupaten Banyumas.

For the next internship, I suggest forming a group consisting of two to four members, as the tasks assigned by the company cannot be effectively completed individually. The interns should also negotiate in choosing a department in Dinporabudpar Banyumas based on the courses that have been studied so that it can be implemented properly during the internship.

