

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusions

In this final project, the plan is for bilingual promotional poster and brochure to be created to present and advertise the local tourist attractions in Purworejo Regency to a broader audience, encompassing both domestic and international tourists. This action aims to support the promotion of local tourism by using or utilising engaging visual content and easy-to-understand language. The materials are expected to attract more visitors and raise awareness of the tourism potential in the region.

The adoption of bilingual language (Indonesian and English) was selected as a tactical measure to address language obstacles and enhance information accessibility for international visitors who might not know the local language. The project consisted of multiple phases, including gathering information about the tourist spots in Purworejo, assessing the distinctiveness of every location, creating visual materials, crafting informative and convincing descriptions, and precisely translating the content into English.

The materials were created by focusing closely on the principles of effective brochure and poster design—like utilizing legible fonts, distinct titles, well-balanced text and images, and coherent layout formats. This process revealed that bilingual brochures and posters serve as effective means to promote tourism by offering clear, appealing, and accessible information. Furthermore, this project gave me the opportunity to apply my English language skills in a practical setting, particularly in tourism promotion. It also reinforces the idea that language students, especially those in vocational English courses, can contribute significantly to regional development through innovative and hands-on initiatives like this.

To sum up, the bilingual brochure and poster crafted for this final project effectively highlight several of the most renowned natural and cultural tourist spots in Purworejo, including Curug Muncar, Goa Seplawan, Pantai Jetis, and regional cultural celebrations. These media not only inform and

attract possible visitors but also enhance the identity and visibility of Purworejo as a tourist destination.

B. Suggestions

Drawing from the methodology and outcomes of this final project, various recommendations are offered for future enhancement and progression: Initially, it is advised that regional tourism bodies and communities keep using bilingual marketing materials to enhance tourism development in the area. As globalization expands and the number of international tourists rises, offering information in both Indonesian and English is vital for promoting inclusivity and facilitating effective communication.

Secondly, for students enrolled in English Diploma Programs, particularly those concentrating on tourism or public relations, participating in projects that merge language abilities with visual communication can serve as an effective means to develop both professional and creative skills. Additional academic programs ought to promote the combination of language instruction with practical applications, like producing marketing materials.

Third, in order to engage a wider audience, it is recommended that upcoming brochures and posters be created in digital formats and shared through online channels like social media, websites, and tourism applications. This would not only improve visibility but also align with current digital communication trends, particularly among younger demographics. This strategy could make the promotional materials more accessible and relevant in today's digital-first environment.

Finally, upcoming projects ought to involve additional stakeholders in the content development process, including local guides, cultural leaders, or village tourism coordinators. Their perspectives can offer more genuine stories and enhance the promotional content. Workshops and training sessions in English for tourism may also be organized to assist local communities in improving communication with international visitors. In conclusion, this project demonstrates the value of integrating language skills with creativity and

cultural awareness to promote local tourism growth. I aspires for this project to act as a reference and motivation for upcoming efforts focused on enhancing Indonesia's tourism potential, particularly at the community level.

