

## **CHAPTER V**

### **CONCLUSION AND SUGESTIONS**

#### **A. Conclusion**

Based on the job training conducted in the creation of a specially designed English-language promotional video that was be posted on Instagram to increase the visibility of Baturraden Botanical Garden Banyumas Regenecy. By analyzing current trends in digital tourism marketing the authors focused on compelling visual storytelling, the developed video provides a glimpse into the facilities and uniqueness of the botanical garden. This process highlighted the importance of clear and concise English narration, high quality videography, and strategic use of Instagram features such as hashtags and Reels to reach a wider audience, ultimately contributing to the botanical garden's potential to attract more foreign visitors and increase its presence. In conclusion, the creation of this promotional video not only fulfills a real need for Baturraden Botanical Garden, but also provides insight into the challenges and opportunities of promoting a local tourist destination in a digital landscape. It is expected that this video to improve the promotion and disseminate information about Baturraden Botanical Garden in attracting attention and visitors who want to go to the botanical garden of Baturraden.

#### **B. Suggestions**

Based on the creation of this English promotional video for Baturraden Botanical Garden on Instagram, there are suggestions that can be considered for future development. Namely, Baturraden Botanical Garden is advised to consistently update and add to its collection of interesting promotional videos. This could include seasonal videos highlighting special flowers or events, short interviews with botanical garden visitors, as well as more in-depth virtual tours of specific areas. Diversifying the content will keep the audience's interest and give them a reason to continue following the garden's social media.