

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

Job training conducted in the process of making this promotional bilingual digital content product makes it one way to promote the Banyumas Regional Archives and Library Office. Indonesian and English bilingual digital content is used so that we can reach a wider audience, especially tourists from abroad who visit Indonesia. In addition, digital content can be a solution in the business world or disseminate information on social media including Instagram. This promotional effort also aims to increase public awareness of the existence and services of Dinarpusda Banyumas. By utilizing bilingual content, it helps break language barriers and fosters better communication with diverse audiences. Moreover, through consistent and creative digital content, the institution can build a stronger online presence and engage with the younger generation more effectively.

#### **B. Suggestions**

During my four-month internship at Dinarpusda Banyumas, the writer suggest that the agency develop a consistent and scheduled digital promotion strategy, especially on the Instagram platform. Informative content presented in a bilingual format can be an added value to reach a wider audience, including tourists or people from outside the region. In addition, the delivery of information through attractive visual designs and short videos can increase public interest in archives and library services.