

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

Based on four months of job training at Monjali, the produced product was video content with a bilingual concept in two languages, namely English and Indonesian. This bilingual video concept was cinematic, showcasing Monjali and its facilities as a visualization to make it more engaging. The creation of bilingual video content required a considerable amount of time, starting from the idea conceptualization, scriptwriting, video shooting, to video editing.

In finding the concept idea, the writer used several references from TikTok. With these content references, bilingual video content was created. The creation of bilingual video content with subtitles in two languages was expected to provide information and reach both local and international tourists to visit Monjali. In conclusion, the production of bilingual video content on TikTok offered an engaging and efficient way to provide information about the destination, attract local and international tourists, and ultimately encourage interest in visiting Monjali. Additionally, by utilizing TikTok features and consistently uploading content, the visibility of Monjali could be enhanced, attracting potential visitors.

#### **B. Suggestions**

In carrying out job training for four months, there were several suggestions that could help the company improve. Some of the suggestions include being more active in managing the company's TikTok account, utilizing TikTok's advertising features to enhance the account, creating more contemporary content, and maximizing video editing before uploading to TikTok. These actions are expected to attract more viewers and generate more potential visitors.

In addition, there were several other suggestions. For students undergoing job training at Monjali, it was important to demonstrate an active attitude by not only waiting for instructions but also actively seeking and offering assistance in various activities. Furthermore, students were expected to maintain discipline, such as arriving on time and adhering to the applicable work regulations.

Through the job training at Monjali, the writer gained several benefits, including work experience, new skills, and increased self-confidence. The writer also hoped that students who would undertake job training at Monjali would receive the same benefits. This made the job training at Monjali worthwhile.

