

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

During the five-month internship at PT. Palawi Risorsis Baturraden, valuable experience was gained in how digital communication could improve tourism services. Observations revealed that many visitors struggled to obtain clear and reliable information regarding ticket prices, available facilities, or directions to the sites. To address this problem, a bilingual information and guide website in Indonesian and English was developed so that visitors could access accurate information more easily. The process began with a pre-writing stage, in which field observations and interviews with site managers, staff, and visitors were conducted to collect essential data. This was followed by a drafting stage, where the content and structure of the website were outlined, and categories were created to reflect different tourist destinations. In the revising stage, regular discussions with the Palawi marketing division were conducted to refine layout, visual tone, and language use, ensuring that the product aligned with company standards. The editing stage focused on addressing technical challenges such as Carrd's element limit, proofreading bilingual content, and ensuring formatting accuracy across devices. Finally, the publishing stage was carried out by launching the completed website on Carrd, which presented categorized information, an embedded YouTube promotional video, and links to Palawi's social media platforms. The final product not only reduced repeated visitor questions but also enhanced Palawi's digital presence in the tourism field.

B. Suggestion

The development of the bilingual information and guide website provided lessons on balancing ideas, technical limitations, and teamwork. One of the main challenges was Carrd's element restriction, which required careful layout planning and content prioritization. This obstacle highlighted the importance of the pre-writing stage, where exploring platform features earlier could have improved efficiency. During the drafting stage, organizing questions by location, writing in two languages, and maintaining a consistent tone proved essential for ensuring clarity. In the revising stage, regular feedback from the marketing team contributed significantly to refining the design and adjusting the details to meet branding standards. The editing stage emphasized the need for ongoing accuracy, particularly in correcting errors,

optimizing visual layout, and testing functionality. Finally, the publishing stage underscored the importance of sustainability, as the long-term relevance of the site depends on teamwork and responsiveness to visitor needs. For future interns, it is recommended to review existing promotional materials such as videos, brochures, and websites as references, and to adapt these resources to current trends. By applying the same structured process, future projects can remain effective, relevant, and aligned with the expectations of visitors.

