

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

Based on the Job Training conducted at the Yogyakarta City Tourism Office from September 2<sup>nd</sup>, 2024 to December 13<sup>th</sup>, 2024, the writer gained valuable experience in producing bilingual promotional content (Indonesian and English) on Instagram to promote local events. This activity aimed to expand the reach of information to both domestic and international tourists, while also addressing the lack of English-language content in existing promotional media. During the internship, the writer carried out several stages, starting from observation, interviews, and documentation to the production of bilingual video reels. The content included information about events such as Kotabaru Ceria and Street Harmony, accompanied by engaging visuals and English translations to make it easier for foreign tourists to understand.

In the process, several challenges were encountered, such as the limited number of staff proficient in English and promotional strategies that were not yet optimal. However, through collaboration with the Tourism Office team and the application of creative content strategies aligned with the brand's identity, these obstacles were successfully addressed. Overall, this activity not only improved the quality and accessibility of Dinas Pariwisata Kota Yogyakarta Instagram content but also enhanced the writer's skills in content creation, communication, and teamwork. The experience was expected to serve as a reference for future promotional activities and to encourage the sustainable development of bilingual tourism content, thereby strengthening Yogyakarta's image as a leading cultural tourism destination.

#### **B. Suggestions**

Based on the experience during the Job Training at the Yogyakarta City Tourism Office, several suggestions could be made to improve tourism promotion. First, the Tourism Office was encouraged to consistently produce more bilingual promotional content, especially on Instagram, so that both local and international

tourists could easily access information about events and tourist destinations.

Second, the digital marketing strategy could be optimized by making full use of Instagram features such as reels, stories, and live streaming to deliver information in a more engaging and interactive way, reaching a broader audience. Third, English language training for staff involved in content creation and tourist interaction was recommended to ensure more effective and professional communication with foreign visitors.

