

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

In conclusion, creating the promotional videos for Owabong and Goa Lawa involved several key steps, including observation, content collection, editing, and finalizing the promotional video content. The purpose of these videos is to promote the tourist destinations Owabong and Goa Lawa in English, with the primary goal of attracting international tourists. However, local visitors can also understand the content, as the videos include Indonesian subtitles. The video is also of high quality, allowing viewers to watch comfortably and enjoy the information presented, with engaging background music.

B. Suggestion

During my internship at Owabong, one of the suggestions I made was to promote English as a reference point to attract international visitors. During my time there, I noticed that some foreign tourists visited, but most of the staff had limited English skills. I suggested this to improve communication between visitors and staff and to increase international recognition of Owabong, thereby attracting more visitors from abroad.