

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The internship activities were carried out at the Youth, Sports, and Tourism Office (Dinporapar) of Purbalingga Regency focused on creating bilingual promotional contents at @Purbalingga_Memikat TikTok account. Through this activity, the author gained hands on experience in digital tourism promotion, particularly in producing promotional videos that were engaging, informative, and communicative. The video concept showcased various attractions, facilities, and the beauty of the tourist destination, with the author also participating as a model to enhance visual appeal. The video was developed using Indonesian voice-over and English subtitles to reach a wider audience. The main purpose of creating this bilingual content was to expand the promotional reach of Purbalingga Regency's tourism, targeting not only local tourists but also international visitors. The video production process was carried out in three stages: pre-production, production, and post-production, using simple equipment such as a mobile phone camera and the CapCut application for editing.

During the activities, the author encountered several challenges, such as limited documentation facilities, lack of experience in creating promotional content, and insufficient data and information about the tourist destinations. However, these obstacles were addressed by using personal equipment, consulting with experienced promotion staff, and seeking additional references from official sources and reliable online media. Overall, this internship activity provided a positive contribution to the development of students' skills, particularly in communication, creativity, and the use of digital media. The final product, a bilingual promotional video, was expected to serve as an effective strategy for showcasing the potential and beauty of Purbalingga's tourism to a wider audience, both nationally and internationally.

B. Suggestion

To enhance the effectiveness of tourism promotion through the TikTok account @Purbalingga_Memikat, several recommendations were identified. During the internship, it was suggested to conduct training on creative content creation and digital marketing together with the promotion staff to ensure that the produced videos were more engaging, informative, and professional. The promotion staff at Dinporapar Purbalingga were highly supportive of students during their internship, enabling smooth collaboration between the students and the institution. In addition, students needed to master the basics of creating promotional videos, such as filming techniques, scriptwriting, and editing using applications like CapCut or Canva Video. Limitations in editing skills were addressed by studying current editing trends on TikTok, enabling the creation of more engaging content through the use of relevant visual effects and music.

To support higher-quality video production, it was necessary to optimize documentation facilities, such as using high-quality cameras, tripods, and adequate editing tools, so that the promotional video production process could be carried out professionally. Additionally, creating promotional videos required careful planning and preparation before the production stage began. This included scheduling filming, the editing process, and finalizing the video. With structured planning from the start, the production process ran more efficiently, and the resulting video aligned with the intended promotional objectives.