

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

In making the video, the writer needs the script to make well-organized. Script is the important things in making video. Therefore, the elements to make a good script are Hook, Body, and Closing. In order to make the script, the writer used English as the audio because it is universal language and Indonesian as the subtitle language,

Writing the video script of Mr. D Agro Tourism, as one of the Agrotourism destinations in Pagar Alam, the most appropriate media in promoting Mr. D Agro Tourism is to use social media. Social media is a very effective means of promotion because it can be accessed easily by various groups, so that the network in promoting it is even wider. Social media is a very important part of marketing, because it is one of the best ways to reach various target markets or customers.

Nowadays, digital video and social networks have potential value and function in driving Indonesian tourism innovation. Every video creation that is uploaded to popular social networks such as YouTube will automatically increase the interest of the viewer to find out more information about the area where the video was shot. Video can be used as a new promotional media that is more interesting in promoting existing tourist attractions, the information contained in tourism promotion videos has been displayed in accordance with several tourism criteria such as nature tourism, cultural tourism, agrotourism, and historical tourism promotion media can be used as a means of promoting tourism. that attracts tourists and as an effort to trigger an increase in the number of tourist visits.

## **5.2. Suggestions**

The author suggests that readers and viewers of the video will then conduct research to promote which will produce a video script product so that they can use an application that is much better than the one the author uses. Because, as the creator of this video, I consider that the InShot application used in the process of making this video is less effective because it is not equipped with more sophisticated features, and also the choice of fonts offered is not enough. So the author must be able to adjust to some of the display scenes in the video.