

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter provides the conclusion and suggestion of this final report about The Copywriting of Benteng 89 Agrotourism Website to Promote Banyuasin Regency Tourism Object.

#### 5.1 Conclusion

This final is aimed to answer the question on how to copywrite a Benteng 89 Agrotourism to promote Banyuasin Regency tourism object, in two languages namely English and Indonesia. To write a copy, the writer conducted the study of Research and Development, the first stage of Research and Development, Data Collection, is divided into two steps of writing a copy namely preparing and organizing. The steps were about finding out the profile of Benteng 89 Agrotourism, and searching the relevant literature to develop research question and to answer the questions. Then the frameworks for data analysis were also selected and implemented.

The second stage of Research and Development, product design, is related to the third stage of writing a copy namely writing. In this step was started to make a copy. In the third stage, design validation, is divided into two steps of writing a copy namely editing and reviewing that engaged the business owner as the informants, English and Bahasa Indonesia lecturer as linguistic experts, and a copywriter as the copywriting expert. In design revision, the copywriting was completed with the copy in English and Bahasa Indonesia. After that, product trials, the writer put final script into a website. Then the website is given to expert in order to get some comment and suggestion. The writer used Wix.com as free website builder.

#### 5.2 Suggestion

The writer would like to give some suggestions as follows:

1. Manager of Benteng 89 Agrotourism should update their website to get more visitors and maximize the uses of their website in promoting the attraction.
2. Further researchers can make more copywriting websites about other tourism objects because it will help people find out about them more easily and everyone to know about tourism in our province.