

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter explains about the conclusion and the suggestion of the final report

5.1 Conclusion

Social media is a media that can be used to facilitate any human activity. At this time, many people are using social media in many ways such as communicating, searching for information and to be a place to look for jobs. It is then utilized by many people including the writer to utilize social media like blog to promote existing tourism object in Palembang. Tourism promotion via blog turns be easier for people to access it. Besides easy, fast and free, promotion via social media is also flexible because the people can be viewed anywhere and anytime. So, it can be concluded that social media in promotion of tourism is as an information facility and reference for many people especially for those social media users who want to visit or just enhance knowledge. Besides that, social media in promote the tourism can also give the benefit for local community in Palembang. Of course, it will make Palembang city be increased in the economic sector and tourism objects in Palembang will be better known of variety by promotion in social media.

5.2 Suggestion

The writer has some suggestions for blog users and blog visitors. In the future, the writer expected that blog users can make more information and activities on tourism. Not only promotion but also the writer hope the blog users can create tour packages that can be used as a reference and as a media of travel for business. For blog visitors, the writer hope that the blog visitors can utilize existing media as well as possible, with the maximum utilization of any information provided will be very beneficial to the community.