CHAPTER V
CONCLUSION AND SUGGESTION

5.1 Conclusion

Social media is an application platform that users can easily participate in sharing and creating contents and information. Social media engaged people in interaction and build the communities in the virtual worlds. In this case, social media has important role in promoting the tourism objects.

South Sumatra consists of 16 districts and cities. Among the 16 districts and cities, the writer found 5 districts and cities are still active in using the official website in promoting the tourism objects. They are Kabupaten Banyuasin, Ogan Komering Ulu, Empat Lawang, OKU Selatan, and Palembang. The biggest number of website's visitors is in Empat Lawang's website. It was around 86013 visitors.

According to the writer's observation, the writer did the questionnaire to the passengers of Sultan Mahmud Badaruddin II airport to get the society's perception about the official websites that are used in promoting tourism objects and attractions. The result of the questionnaires show that 92% (46 people) of samples agree that the official websites are important for promoting the tourism objects and attractions and 8% (4 people) of samples disagree that official websites are important in promoting the tourism objects.

In short, official website has the important role in promoting the tourism objects. Most of people agree that official website is an effective way in promoting the tourism objects.

5.2   Suggestion

The writer has a suggestion to every department of culture and tourisms in south Sumatra to improve the displays and features of the official website in order to make the people more interested in accessing the official websites.