

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

From the observation and consultation that have been done by the writer, it can be concluded that Siguntang Hill must be promoting as the tourism object in Palembang. Region asset is priceless wealth. Indonesia is a country that has a natural beauty that is exotic and unique to attract the tourists. Siguntang Hill asset should be able to relieve the regional economy and reduce poverty, unfortunately this asset as what happened in Siguntang Hill is not well promoted so that the "treasure" merely potential is waiting to be promoted. This is where the role of the writer in promoting Siguntang Hill as the tourism object in Palembang by using social media and in MICE event.

B. Suggestion

In presenting information about Siguntang Hill in detail, the writer has made a social media that provides the information about Siguntang Hill in detail and real data.

From explanation above, the writer suggests that:

- 1 All elements of society and government should be able to solve problems that arise in promoting Siguntang Hill attractions that are better known to local people and foreign tourists.

- 2 More active local governments are expected to promote the tourism industry and not only do the command alone but by sending employees to go directly to the field
- 3 Local authorities are expected to foster a good relationship with the local community in order to get a harmonious relationship that can facilitate the future development of public facilities and attractions Siguntang hill. Local governments should accommodate a place as central souvenirs shop by appointing an investor who was given the easiness in the form of policies and regulations
- 4 Local governments must provide comprehensive counseling to local people about the importance of Sapta Pesona (tourism awareness) that could be the economy and increase the PAD.
- 5 The retribution should be handled directly by the local government employee and monitoring when gathering the retribution fee. Officers who appointed to become the leader should supervise the collection of retribution so that if an act of corruption occurred, the employee will receive a clear and severe punishment instead of local communities who performs the act of corruption.
- 6 Tourism research should be conducted to uncover any potential for tourism in Siguntang Hill.
- 7 Promotions attraction Siguntang Hill should be in line with the construction of public facilities. The local government is expected to make a plan that contains the elements of a balanced development between tourism promotion and development of public facilities so that any promotion and development will run concurrently.

- 8 Department heads and the Regent are expected to be able to see the tourism as potential field that plays an active role in decision-making and policy. Because these leaders are respected to be the source of the problem solver when a conflict of interest occur.
- 9 Local governments especially Tourism Department is expected to complete the tourism professional staff.