

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents the research conclusion and suggestion.

#### **5.1. Conclusion**

In this chapter, the writer concludes that Teluk Gelam Lake has a good potency as tourism destination. Based on the fact found by the writer and adjustment to the literature review, the potency of Teluk Gelam Lake is one of natural lakes in South Sumatera and categorized to water tourism. Teluk Gelam Lake has some potencies like natural attraction and some National events was held in Teluk Gelam Lake. The writer concludes that there were some strengths supported Teluk Gelam Lake as a tourism destination, such as the existence of what to do, what to see, and what to stay. While the local government and management promotion of Teluk Gelam Lake has done the responsibility to promote the potencies of Teluk Gelam Lake as one of tourism destination in South Sumatera. The promotion efforts were using some media such as, brochures, newspaper, website and radio. However visitors is still not stabile, it is proved that promotion stages and promotion efforts are not effective.

#### **5.2. Suggestion**

The writer would like to give some suggestions about Teluk Gelam Management and local government, for the first the writer thinks that they should improve their responsibility in promoting the Teluk Gelam Lake potency with the right and complete promotion. The Government of South Sumatera should give budget to South Ogan Komering Ilir Regency government to maintaining the Teluk Gelam Lake. The Management of Teluk Gelam Lake should be able to maintenaining the water sport and out bond facilities. The local government and management also needs to develop their publicity advertisement use social media such as instagram, facebook, twitter because it is easy to make and take low cost than other media advertisement. It is also important to attract the public to know

more about the Teluk Gelam Lake potency by using those media. Furthermore, writer hopes that all the local government and management of Teluk Gelam Lake can improve their knowledge about tourism, so that the process of promotion efforts can be done better in the future.