

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In order to attract visitors to come and visit TWA Punti Kayu, the management of TWA Punti Kayu has used some media to promote their attractions to visitors. In the past, the promotion media has been used in TWA Punti Kayu were *brochures*, *newspapers*, *radio*, *television*, some others alternative promotions like *promoting to hotels*, *schools*, *institutes*, *official website* of TWA Punti Kayu. Nowadays, these media are not used anymore, because they are not effective and less popular to visitors. Now only two media used in TWA Punti Kayu include *banners* and official *Instagram* account of TWA Punti Kayu.

The reason of using *banners* as promotion media is that visitors can get information about the attractions includes the name of attractions, pictures, and the charge to enter the attraction in TWA Punti Kayu. For *Instagram*, the visitors can upload their photos and videos. The *Instagram* is beneficial to make visitors get the latest information related to TWA Punti Kayu easily.

5.2 Suggestion

The writer suggests that it will be useful for the management of Taman Wisata Alam Punti Kayu improve the promotion media like *Instagram* to become more attractive and powerful for visitors because it is the only one media to attract visitors to come. The attractive and powerful *Instagram* will make TWA Punti Kayu reaching thousands of new visitors and building a strong trustworthy relationship with them.

This medium becomes the only one because it attracts visitors from outside of TWA Punti Kayu, although the banners are attracting the visitors only from inside of TWA Punti Kayu. For future, TWA Punti Kayu organizers should give more discounts

regularly on every weekend or once a month to lucky visitors. Also TWA Punti Kayu should place the right location to hang the banners, so the visitors will easily see and get the information related to TWA Punti Kayu from the banners.