

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of creating audio visual media for promoting Lahat Rafting and also the suggestion for the useage of video to promote tourism destination in Lahat.

5.1 Conclusion

From the explanation of the previous chapters, the writer has drwan conclusion. Audio visual media in this final project is tourism promotion video for promoting Lahat Rafting. The results of the study writer from observations to interviews have been answered with the result that Lahat Rafting promotional video can be accepted and eligible to be promotional video because with the help of experts in providing assessments, comments and even input for this promotional video. This video contains information about Rafting to make the viewers interested to visit Lahat Rafting. The duration of video is three minutes to one second with subtitle to make viewers excited. Nowadays, video is already become media to promote tourism destination because its function not only display something but it also can share information in the form on reports. As a promotion media, audio visual media can be used to promote tourism destination that rarely touched by the tourist, especially in Lahat because video is considered more interesting and eye catching than photograph or text which is combines images, sounds and also effect.

Referring to the problem of this final report is to create audio visual media as media promotion to promote Lahat Rafting in Lahat. In addition, audio visual media as promoting media of Lahat Rafting in Lahat can be used as promotion media to increase the number of tourist.

5.2 Suggestion

Based on the explanation above, the writer would like to suggest that for students of English Department state Polytechnic of Sriwijaya to learn the way for creating audio visual media, so they can know how to make the tourism promotion media in the form of video. Moreover, its not only promoted Lahat Rafting but they also can promote another tourism object in Lahat using audio visual media. Advice to the government, the government should be able to see the opportunities of tourism in South Sumatera especially Lahat because of the many natural resources are in Lahat that must be considered such as roads, transports and directions so tourists can easily reach a destination.