

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Video is an electronic medium that is able to combine audio and visual technology together to produce a dynamic and interesting impression. Video is a good medium to promote tourism destinations. At this time, The utilized of video is to promote the potency of an area, such as in the beauty of nature, culture, and anything, so it can attract the tourists to come. Therefore, the video can help the audience to become easier in receiving and understanding the information or message delivered, this is because the video is able to combine the pictures and sound.

People needs more advanced promotion especially for village tourism because it has many potencies that can be developed by the communities. By creating a video that can be seen by the public, this is certainly one of the easy access for us to promote tourism destinations. Videos that are uploaded to popular social media like YouTube will show the environmental attractiveness, nature, man-made products and what's in the area where the video was taken. Video promotion of Kampung Baba Ong Boentjit provides an informative explanation about these place. It is effective to solve the problem faced by tourists in difficulties of getting tourism information. Furthermore, video and social media have value and potential function in giving innovation promotion for Indonesian tourism.

B. Suggestion

The writer expects the tourism destinations in Palembang can be maintained by the community, managed by goverment, and tourism institution can provide the best performance and idea to attract tourist to come to Palembang. The writer also expects the youth to participate in promoting the local tourism destinations to wider community because so many places in this city has the

potency to develop. Kampung Baba Ong Boentjit as one of new tourism destinations in Palembang needs more promotion to make this place known by many people. The writer suggests that this video need more time to finish to find the valid data, design and printed. The key to make this video developed is by finding the relevant and competence expert based on their experiences and job.