

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

In order to promote Jakabaring Sport City as a tourism destination especially in sport field, the management of Jakabaring Sport City has used some media to promote their attraction to visitors. The media promotion that used by Jakabaring Sport City are Above The Line (ATL) or Top Line Media and Bellow The Line (BTL) or Bottom Line Media. Kinds of Above The Line (ATL) are using internet such as company website, Instagram, Facebook, and YouTube. Kinds of Bellow The Line (BTL) are using printed media such as brochure and banner. For the effectiveness of cost, brochure is only provided at Tourism Information Center at Sultan Mahmud Badaruddin II Internationa Airport and banner is only inside Jakabaring Sport City area. The reason of using banner as a promotion media is that the visitor can get information about the attraction includes the name of attraction, pictures and the price of the attraction for example the tourism at water ski venue. Then, for the company website, the management of Jakabaring Sport City is not update the information in it. So, the website is able but not being used as well as YouTube channel.

Next, social media account of Jakabaring Sport City. Now, only two of social media used by Jakabaring Sport City, they are Facebook and Instagram. The reasons for using this media is because it is more effective and efficient in conveying information about events, tourism attraction and also the activities at Jakabaring Sport City. Also, it does not cost a lot of money. The main thing is because nowadays Instagram is booming and is used most by all people in the world, so that the world can see Jakabaring Sport City through the photos/ vidoes uploaded in the official account of Jakabaring Sport City.

Jakabaring Sport City already use those media promotion in accordance with the functons of promotion itself. They are providing information, persuading and influencing, creating impressions (image) and promoting the goals.

## **5.2. Suggestion**

The writer suggests that it will be useful for the management of Jakabaring Sport City to improve the media promotion like Instagram, Facebook, YouTube and websites become more attractive and up to date for visitors. The attractive and powerful media promotion will make Jakabaring Sport City reaching thousands of new visitors and building a strong trustworthy relationship with them.