

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 CONCLUSIONS

Based on explanation above, the writer concludes that the video can be used as a media to promote Curup Panjang waterfall as a tourism destination in Lahat South Sumatera. The video can be used a guideline for tourists to find the information about Curup Panjang waterfall. This video consists of the information about Curup Panjang waterfall such as the history about Curup Panjang waterfall, the entrance fee, the activity, the access, and the attraction that Curup Panjang waterfall.

The quality of the video format is HDV with duration about 11 minutes and 27 second. The writer used adobe premiere pro as the video editing software. In the information delivered in English orally and the text or subtitle was displayed on the video in English language. To attract the tourists, the tagline about Curup Panjang waterfall was inserted and persuasive sentences to come and visit Curup Panjang waterfall in Lahat South Sumatera was also added in the video

5.2 SUGGESTION

Based on the conclusion above, the writer would like to give some suggestion as follows:

1. For the readers
 - a. The writer suggests to make this report as one of references to search the information about natural tourism, Curup Panjang waterfall or Lahat itself. If the readers found the similar place same as Pulau Pinang, Lahat, the writer believe this report could be the reference to build a natural tourism destination there.
2. For the viewers
 - a. The writer suggests to watch the video of Curup Panjang waterfall of Pulau Pinang, Lahat first before visiting this village. So, the video of Curup

Panjang waterfall can be the guidance of the visitors to know the location, the price of entry ticket, the activities and the object of natural tourism destination itself.

3. For the local people

- a. The writer suggests for local people to stay aware of environment issues, and to keep greening up the environment. The uniqueness of this waterfall should be maintained, developed due to globalization era to promote this waterfall by internet, and in order to build tourism industry, the writer suggest to cooperate with some companies.

4. For the government

- a. The writer suggests the government to participate in supporting tourism about public facilities.

5. For the Tourism Department

- a. The writer suggests Tourism Department Office of Lahat to promote Curup Panjang waterfall using social media.