

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusions

The conclusion of this research are the people of Musi Banyuasin was participated in the events held in Sekayu Waterfront.

The roles of Musi Banyuasin people are participants in every event held in Sekayu Waterfront such as, International Musi Triboatton, traditional bidar, and anothers event held by the government or organization in Musi banyuasin.

And then assisting in promotion like mouth to mouth promotion, being Kuyuk Kupek Musi Banyuasin and promotion by social media. Musi Banyuasin people have promote the events and the destination to attract a lot of tourists interesting in Sekayu Waterfront.

After that, being visitors to attend the events held in Sekayu Waterfront or just visit Sekayu Waterfront with their friends or family to do an activity like mandi bongen in Sekayu Waterfront and also attending the another events in Sekayu Waterfront.

Next, keeping security by keeping the vehicles of the visitors who attend the events or just visit Sekayu Waterfront.

The last, participate in selling some food and drinks in food court area and stalls for the visitors when held events in Sekayu Waterfront or the visitors who visit Sekayu Waterfront to spend free time with their friends or family.

Although, almost of people participated not in all of the elements in held the events, Musi Banyuasin people's has participated in successful the events and reach the goals of the events.

Musi Banyuasin people's still did not aware about the cleanliness of destination after held events so the management of Sekayu Waterfront that clean up the destination.

5.2 Suggestions

Based on the findings. The writer suggests:

1. Local government should motivate people of Musi Banyuasin to help the management of Sekayu Waterfront that clean up the destination after held events in Sekayu Waterfront.
2. Musi Banyuasin people's should aware about the cleanliness of the environment especilly Sekayu Waterfront after held events, so it will make the destination keep cleans and comfortable if the destination was visited by the other communities from the other city or region outside of Musi Banyuasin District.