

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the explanation above, the writer concludes that the video can be used as a medium copywriting of Menumbing Hill to promote Bangka Island tourism object. The video can be used as a guideline for the caretaker to find the information about Menumbing Hill. The video consists of the information about Menumbing Hill such as the history of Menumbing Hill, the entrance fee, the time operating, the transportation that can be used, and the attraction that Menumbing Hill has. The writer did a literature study field study to find the data needed in this research, after that the writer put the data in product drafting the video content and used the AIDA formula to arranged the video copywriting. The writer has already done limited tasting and wider tasting to made the video copywriting develop. In limited testing, the writer asked some experts to give their comments and suggestions.

The quality of the video format is HDV with a duration of about 5 minutes and 7 seconds. The writer used Adobe Premiere as the video editing software. In the information delivered in English Orally and the texts were displayed on the video in Bahasa Indonesia. To attract the tourist, the tagline about Menumbing Hill was inserted and persuasive sentences to come and visit Menumbing Hill in Bangka Barat Muntok regency was also added in the video. As a result, the writer applied the video copywriting and uploaded the video about Menumbing Hill Through YouTube.

5.2 Suggestion

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

1. The management of Menumbing Hill must promotion through other media to attracts the tourist.
2. The Youth, Sport, and Tourism office in Bangka Barat Muntok regency should take a role in developing this tourism object to make it more popular in Bangka Barat Muntok regency.