

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Indonesia has been known as a country with various cultures. In addition to its cultural diversity, many tourists have been interested in visiting Indonesia's beautiful nature. Indeed, Indonesia's panorama is not inferior to that of the other countries. Tourist attraction or destination such as beaches, mountains, historical sites and others are beautiful places and they invite visitors or tourists to come. East Java is one of several regions in Indonesia that has many incredible tourist attractions. Besides, East Java has increased the potential places and East Java Government Culture and Tourism Service is one of important parties to sustain East Java's tourist attractions. They have kept promoting and providing the best services to increase the amount of visitors in East Java. One of effective methods of their promotion is by writing website articles. This method is important to promote tourist attraction in East Java and increase a lot of tourists.

As what the writer said before, in order to improve the quality of website articles on website of East Java Government Culture and Tourism Service, this final report applies the strategies which are related to website articles' contents such as location, access, accommodation, uniqueness and the use of grammar. Moreover, doing a field survey also should be applied to improve the quality of website articles because it helps to write accurate information of tourist attractions. Thus, East Java Government Culture and Tourism Service should improve the content of website

articles and do a field survey to increase the amount of readers on website articles and tourists to visit Indonesia's tourist destination especially in East Java.

4.2 Suggestion

The writer has opinion and suggestion to East Java Government Culture and Tourism Service based on this final report to improve their quality of promotion. Besides, another important suggestion refers to students of English Diploma to increase their ability to get better performance during internship in East Java Government Culture and Tourism Service.

It is suggested for East Java Government Culture and Tourism Service to apply strategies that have explained before to improve the quality of promotion especially for the potential tourist attraction in East Java. Besides, the last updated website articles was the one published a year ago, so it would be better if they continue to do the promotion and information on website by writing website articles. The writer also hopes East Java Government Culture and Tourism Service obtaining a chance to do a field survey of tourist attraction and starting to increase their customers by improving the quality of promotion and information.

It is also suggested for students who want to apply an internship in East Java Government Culture and Tourism Service to do internship more than a month starting on January because they were very busy especially in the end of the year. Moreover, there is not only English skill that is used while doing an internship, but also subjects that have been learnt in university are useful and helpful there. That is why improving students' knowledge and experience is important because everything that has been learnt both inside and outside of university is important and useful.