

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusion**

Boon Pring is an ecotourism that has much potential. However, Boon Pring still needs to receive more attention from tourists, especially international tourists, after the COVID-19 outbreak hit for several years. Therefore, I wanted to help market Boon Pring by creating videos for international tourists and posting TikTok content that reflects ecotourism in the area.

Since Boon Pring's most significant potential is its natural potential, I intend to focus on introducing Boon Pring's natural potential using content video TikTok to promote Boon Pring to international tourist. By using the app TikTok, hopefully, the result of the creative project can be more interactive with the readers and can attract them to visit Boon Pring ecotourism.

This creative project is presented as a video containing the beauty and attractions in Boon Pring. Through this content, I invite the public to visit this ecotourism while presenting the natural beauty of Boon Pring.

During the project creation process. I encountered several difficulties, such as what video I should make, writing the draft, where to start recording the video, and difficulties in editing. However, I managed to overcome this problem by learning how to write drafts, basic photography and videography skills, and basic editing skills.

Finally, I gave the results of this creative project to the Boon Pring marketing team for marketing content. This creative project will help Boon Pring ecotourism in promoting its potential.

## **5.2 Suggestions**

From my experience during the creative project writing process, I have some advice for people who want to work on similar projects in the future. I recommend planning the project in more detail in advance, making the project creation process more accessible. You can create detailed drafts, learn photography and videography skills, and learn editing skills while looking for references from various sources. Having basic knowledge can at least prevent the creation of sloppy content. Making detailed plans for a project will not dampen the flow of creativity; New ideas that emerge during the process can be added as ideas in the process content being created.