

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The author, as a student who took part in the internship program at Kirana Tour and Travel, felt that it was very helpful to gain new experience regarding matters related to the work system in a tour and travel company and had the opportunity to take part directly in the work process and develop the company's name. However, a company must have several problems. Likewise with the author, she discovered 2 problems during her internship at Kirana Tour and Travel, namely lack of marketing and promotional tools, and also outdated promotional poster design.

Apart from the problems faced by the author, in this report the author also includes suggestions for the problems faced. Regarding the problem of lack of marketing and promotional tools, the author advises companies to utilize the Instagram feature which allows Kirana Tour and Travel to promote their services more widely to the outside community, namely using the Instagram Ads feature. With these Instagram Ads, people who are interested in the tourism sector will have the potential to get advertisements on their Feeds, Explore and Stories regarding the services that Kirana Tour and Travel provides. Apart from that, it is recommended that the Kirana Tour and Travel website, which has been inactive for a long time, be reactivated by providing interesting content regarding the services they provide to customers. Apart from that,

the Kirana Tour and Travel marketing team can also update information related to companies that can connect customers with them, namely contact numbers that can be contacted. With the website reactivated, customers who want to travel and find their website can contact directly via the number provided on the website.

Furthermore, the solution to the problem of outdated promotional poster design is to improve the quality of the design with more modern visualization. By using platforms to choose a poster design, one of which is Canva, which has various design templates that can be used, it will attract more people's attention with the aesthetics contained in it. By choosing visualizations and colors that are attractive and appropriate to the target audience, the engagement rate of the audience who see it will increase and the chances of purchasing the products they offer will be higher.

5.2 Suggestions

5.2.1. Suggestion for English Letter Study Program

As the author did an internship at Kirana Tour and Travel as a student in the English Literature Study Program at Ma Chung University, Kirana Tour and Travel is the right company to be a forum for students to apply the theories they learned during their studies. Apart from applying the theories obtained by the author during her study, the author gained new knowledge that is applied to the world of work in the tourism sector. The author gained a deeper understanding of working as a tour leader and taking a group of customers on a trip to an area. Furthermore, the author also had the

opportunity to find out things related to booking flight tickets and booking travel or shuttles during her 2 months of internship. Therefore, Kirana Tour and Travel could be one of the companies that Ma Chung University students can choose to do an internship in the future and apply previously accepted theories, especially for students who choose Tourism concentration.

5.2.2. Suggestion for Kirana Tour and Travel

By making this report, it is hoped that the Kirana Tour and Travel company can utilize this report to solve the problems found by the author and become input for improving the quality of the company's marketing. Additionally, through the branding process suggested by the author, this could be one way that the company can choose to increase public brand awareness regarding the Kirana Tour and Travel company as a company that works in the tourism sector. They also need to know that a business needs to invest money at the start to get more profits. Therefore, the author suggests to Kirana Tour and Travel that they invest in Instagram Ads to advertise their products in the larger community and in Canva to get more complete and interesting Canva features.