

CHAPTER V

CLOSING

5.1 Conclusion

Balkondes, also known as Village Economic Hall, is a program made by the Ministry of State-Owned Enterprises to improve the economy and welfare of villages in the Borobudur area. While the villages have been successful in attracting visitors, they are nowhere near in fully realizing their tourism potential. Without improving the promotion of the tourism villages and their Balkondes, villagers will be left poverty stricken and have their cultural identity slowly eroded. Therefore, in order to achieve the original goals of the Balkondes program, a promotional campaign is needed for the tourism villages in the Borobudur area, targeting European tourists aged 24 – 32.

The campaign was conceptualized through the campaign-making methodology by Robin Landa in her book, *Advertising by Design: Generating and Designing Creative Ideas across Media* while utilizing the PESO model as the main media planning strategy. The author constructed a website for the campaign to serve as a homebase and compass for all the other media to direct to. In addition to crafting many different online media to reach an audience situated geographically far away, the author made several offline secondary media to provide a holistic end-to-end experience from the first touchpoint to the last when the targeted audience arrives in Indonesia, travels to Borobudur, then returns home.

5.2 Suggestion

During the process of the thesis, the author recognizes that there are still many things that can be improved in the project and output of the campaign. Therefore, through the lived experiences and lessons that the author has received in the process of making the thesis, the author would like to impart these following suggestions to several parties:

1) For those who are reading, it is the author's hope that the design and the making of the campaign will offer fresh understanding to the issues of welfare of villages in Borobudur which will remain relevant as long as Indonesia is seeking to improve its tourism industry.

2) For those who are also designing promotional campaigns, it is important to plan on devoting a significant amount of time to research and gain in-depth knowledge of the topic at hand as well as the intended target audience to deliver a successful promotional campaign.

3) For those who are currently working on their final project, the author hopes that by reading the report, they will find it easier to determine the best plan to effectively complete the project well with a satisfying result.

