

CHAPTER V

CLOSURE

5.1 Conclusion

Margamukti is a nature-based tourism destination. Although Margamukti falls into the category of natural tourist destinations, it possesses unique features that distinguish it from other natural attractions. Notably, Margamukti is home to several tourist sites like Wayang Windu Viewpoint, WWF Camping Ground, Pengabdi Setan Filming House, Star Energy Geothermal, Kertamanah Deer Park, and many more. Additionally, there are tea gardens, local fresh products, representing an innovative approach to empowering the local community. These distinctive elements contribute to Margamukti's vast potential and market value.

Despite Margamukti's unique offerings, the tourism site has not been widely publicized, and it has not reached its desired number of visitors. The current promotional efforts also lack effective management. Therefore, there is a need for a well-designed promotion plan with the right strategies to reach the target audience.

The promotion plan is developed using the appropriate promotional strategy, namely the Advertising by Design book by Robin Landa, in combination with the AISAS method integrated into it. This approach ensures that the message is conveyed to the target audience in the most effective way possible. Through data collected from interviews, observations using qualitative methods, and online questionnaires with a quantitative approach, it is concluded that online media is crucial for reaching a wide audience. Consequently, the primary promotional media chosen is the village website, the website serves as an online platform providing comprehensive information about Margamukti.

Other secondary media chosen are a promotional video, billboards, bus advertisements, digital posters, strategically employed during the attention and interest phases for the audience. Social media platforms such as Instagram posts,

which are frequently used by the target audience are also added to the chosen media. To add to that, digital brochures and merchandise.

Through the promotion plan for Margamukti Village, it is hoped that the destination becomes widely recognized and reaches its target audience, particularly Millennials and Gen Zs who enjoy traveling in cool, natural atmospheres and are located in the Jabodetabek domicile or in the surrounding areas. Ultimately, the objective is not just limited to creating awareness but to inspire action, encouraging these discerning travelers to choose Margamukti Village as their destination of choice for an enriching and memorable experience.

5.2 Recommendations

Throughout the planning of the Margamukti Village promotion design, the author gleaned valuable insights and experiences, leading to several recommendations for readers to consider in future promotional endeavors.

First and foremost, the promotion design process should commence with a meticulous study of the chosen topic, involving comprehensive research on pertinent issues and conditions. This initial phase also entails gathering data extensively to lay a solid foundation for the promotional strategy.

Incorporating field observation as a tourist visiting the location is the second recommendation. This approach provides the author with firsthand experience and a genuine sense of the ambiance, contributing to a more authentic portrayal of the destination.

Furthermore, conducting interviews with relevant sources is crucial for drawing informed conclusions regarding the issues and conditions directly related to the promotion of the tourism site. This step ensures that the promotional efforts are grounded in a comprehensive understanding of the subject matter.

Additionally, the author suggests understanding and refining promotion strategies, particularly in terms of media planning and precise message delivery. This involves a deep comprehension of the target audience's perspective to ensure

that the resulting promotion is not only effective but also resonates with the intended viewers.

Acknowledging and being aware of shortcomings in the design process is the fifth recommendation. This self-awareness proves useful for the ongoing development of promotions, allowing for iterative improvements based on past experiences.

The sixth recommendation highlights the importance of embracing criticism and feedback. Interacting with individuals who understand promotion design and the target audience is essential for obtaining valuable insights related to the design outcomes.

Finally, the author advocates for the continued development of the promotion to refine information on various platforms such as websites, posters, and social media. This ongoing effort ensures that the promotional materials evolve to provide more extensive and enriched information over time.

Collectively, these recommendations serve as constructive guidelines for refining future promotional endeavors, emphasizing the importance of comprehensive research, audience-centric design, and a willingness to adapt and improve based on feedback and experiences.

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