

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

From discussions, obstacles, and added values that were included in the previous chapter of this report, the writer then got some conclusions:

The first conclusion that the writer got from writing this report and the internship is that the writer was able to participate in the activity of improving the qualities of tourism object of Nganjuk. During the internship at the Department of Culture and Tourism, Nganjuk, the writer was given the chance to participate in the process of improving the quality of tourism objects of Nganjuk for the purpose of promotion later. In order to overcome the problem in improving the quality of tourism objects of Nganjuk, the department asked the writer to join in the process of the activity by doing some few steps which later can benefit many parties if the tourism objects are eventually improved.

Moreover, the writer is promoting the tourism objects of the city. In this step, the writer was also asked to participate in the process even though he was only an intern. The institution wanted to show the writer how the Department promote and the variation of promotional activities that the institution conducts during the process of promoting the tourism objects. In promoting the tourism objects of the city, the Department of Culture and Tourism, Nganjuk conducts the activity by doing several steps in the process. This is because the department thinks that applying only one step will not enough and therefore, they need to do various ways of promotional activities. The first step that the writer and the department do in promoting tourism objects of Nganjuk was by spreading promotional advertisements in the form of leaflets, booklets, and banners.