

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1 Conclusion

From the discussion on the statement of the problems, the writer comes to conclusion. The first is about the role of English language in marketing strategy and tourism promotion in *Dinas Pariwisata and Kebudayaan Kabupaten Kediri*. Using English language will influence and attract tourists or visitors from other countries around the world. There are many countries in the world trying to promote their tourism countries to be the favorite tourism destinations because they want to increase the income. More tourists come to other countries visiting the tourism destinations will contribute much income (foreign exchange) for the country.

The second is the solution for the media of promotion. Media of promotion is one of the important things because this one has a role in terms of promotion. The media such as leaflets, handbooks, and brochures must have clear information and explanation. Before having clear information and explanation those media must use a flawless language. Nowadays, English is becoming a lingua franca. During the internship, the writer did not find those media of promotion in the English Language. All of the media of promotion is using