CHAPTER VII

CONCLUSIONS AND SUGGESTION

7.1 Conclusions

Before the implementation process, the problem about the amount of tourist visiting cultural destination in Batam city are significantly low due to the lack of knowledge. This work report show that online branding is an important element, promoting and marketing it through media really have a great impact to reach out to individual that are outside of Batam city. Creating a website is the same as creating your own branding, authors will have the full control on her own brand, content and many more important features. Cultural destination in Batam city is the author main objective by using website to establish a strong online brand identity. Meanwhile, creating a social media platform such as Facebook, YouTube and Instagram are a great representative of word to mouth ,meaning that as long as there are more audience that are interested in what you are doing there will be a better chance that larger scale of tourist will be attracted to visit the cultural destination in Batam city. In conclusion, media platform has a great impact for generation after generation, population are being expose to the internet and still continuously expanding. Online branding is beneficial because there will not be much of operating cost and can also create a solid relationship due to the back and forth interaction.

7.2 Suggestion

Based on observations, there are numbers of suggestions to be conveyed so that online branding on cultural destination in Batam city run more effectively and remains on the expectation. First of all, creating the website itself take a lot of time and effort to design and set up, it is best to make the content much more interesting and detailed as possible since it is focusing on cultural destination of Batam city. Re-checking and Re-updating the information are important because that will affect tourist that will be visiting the destination, losing trust of the audience is outside of

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the checklist. More options of language are recommended because there will be a language barrier, audience might have a difficulty on understanding the destination article and loses their interest to visit. Secondly, social media such as YouTube ,Facebook and Instagram are much harder to stand out since there are a lot of competitors out there , daily monitoring will be suggested or else there will be a lot of opportunity to lose since most of the tourist will expect a reply as soon as possible due to an example that if they are in Batam city, not much of the internet access they will get. At times negative feedback might appear on the comment section which will be publicize, formally apologized and provide a solution will help to deem down the anger of the audience. Thirdly, cultural destination in Batam island have lower exposure compared with the other category of tourism even local citizen have not much of an idea about the existence. A suggestion that government should take notice on it and contribute to maintain the culture as well, some of the cultural buildings and the environment around it are slowly disappearing. Local resident whom are living nearby is having a hard time to maintain it and earning a living at the same time, they took their time and effort to rebuild pathway that are spoiled, building attractive facilities just to ensure that tourist that will be visiting feel comfortable and satisfied. Sustaining cultural destination is important for the next generation to learn by visually looking at it instead of reading it from textbook. Last but not least a suggestion for everyone to encourage positivity about cultural destination in Batam city and expanding the knowledge for people around the world about the uniqueness in Batam city through online branding.

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