

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

This research is purposed on explaining the process of creating a website to help promote and tourism in Tegal City and Regency. The website is created and designed to help Tourism Divisions in Tegal City and Regency tourism promotion on digital form. The website is a solution for Tourism Divisions in Tegal City and Regency for promoting tourism, considering the situation of Tourism Division of Tegal City has booklet to promote tourism but Tourism Division of Tegal Regency has no media to promote tourism, the website existence can help Tourism Divisions of Tegal City and Regency to share the information about tourism and expected can reach more viewers.

The process of creating this website required eight stages of R&D method by Borg and Gall (1983). In the first stage, it is the process of data and information collection. The information about the tourism situation was collected from Tourism Division of Department of Youth, Sport, and Tourism of Tegal City and Regency. The information about the tourist attractions were collected from observation and interview with locals accidentally meet in tourist attractions. The information about events were collected from article from news. In the second stage, it is the process of planning, started from define the product and target audiences, write the idea and concept of the website, write and translate the contents for the website. In the third stage, it is the process of developing the concept of the website into a prototype, started from the color and font choice for the design appearance, and the implementation of the design into website form with Wordpress conducted by a professional website designer. In the fourth stage, it is the stage of preliminary field testing, a validation from the expert of the academic institution and also as a supervisor of the research by filling the statement of validation of TegalTipsnTrips website. In the fifth stage, it is a stage of revision based on the validation of expert of the academic institution. In the sixth stage, it is a stage of operational field testing by sharing questionnaire

about the website to public. As the result, the total respondents of the questionnaire are 36 respondents with 26 local respondents and 10 foreign respondents. Based on the calculation of questionnaire result, the highest score was achieved by the convenience of people to access the information while the lowest score was achieved by the completeness, especially the number of the events and tourist attractions in Tegal Regency. The seventh stage is the process of website revision based on the result of the questionnaire. In the eighth stage, it is the process of dissemination and implementation, by submitting the website to the stakeholders, or Tourism Divisions of Tegal City and Regency.

5.2. Suggestions

During the process of creating of TegalTipsnTrips website, there are some issues that were faced. The main issue was the cost, included cost of the creation of the website and observation. The reason of the number of tourist attractions on the website are limited was to press the cost of visiting and observing the tourist attractions. There are some tourist attractions that difficult to access and have long distances.

Regardless of the issues, it is hoped for the further research to reach more tourist attractions, especially located in Tegal Regency and the access of the tourist attractions is improved to help people in visiting the tourist attractions. It is also expected that the knowledge of Tegal tourism is increase and the information can help the foreigners during visiting or having plans to visit Tegal.