

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research seeks to give a solution to the lack of equity in the tourism sectors especially in the promotion as it is an important role that needs to be fulfilled as it is one of the variables of marketing mix. Although the whole application is based on the program called Bangkit 2021 researcher's team have found the way to make media that can help the tourism spots to promote themselves especially the unpopular tourism spots that had have no access to this kind of marketing media. The researcher team successfully created an application that can market the tourism spot and also attract users to explore these places by motivating them with the offered features. These features will include such as personalize recommendation, social media aspect, easier travel planner, nearby places scanner and reward scanner. Furthermore, the application also has the business background that can strengthen the reason for this application to be created on the market so it can be expected to be implemented locally in the near future.

5.2 Limitation

During the making of this research, the researcher faced several limitation which affecting the result of the final product which is the application. The limitation will include:

Due to the limited time given to develop the application, the analysis of problem and the planning of the whole project cannot be fully maximized therefore the researcher's team cannot apply some of the feature into the application as it was previously planned.

Due to the lack of technical skill to develop the application, the researcher's team cannot show fully the true potential of the application and its idea behind it.

Therefore, the application only created based on our minimum knowledge of the study given in the Bangkit Program 2021.

5.3 Suggestion

Based on the conclusion above, the researcher would like to give some suggestion that might be taken into consideration as follows:

5.3.1 Theoretical Suggestion

For the future research of this specific topic, the researcher would suggest to add different kind of features or upgrading the features in this application to open up a different path when facing with the same kind of economy problem in tourism sector.

The researcher would also suggest that the future researcher to increase their literature regarding to the problem statement especially to look for international articles regarding these problems for bigger scope of research.

5.3.2 Practical Suggestion

For the future research of this specific topic that want to recreate the application with the same idea behind, the researcher would suggest that future researcher to learn more about the machine learning, mobile development, and cloud computing so the planning will be easier with having a wider knowledge of these topics and have more higher success rate of finishing the whole application.

The researcher also would suggest that the amount of time to develop this application to be more than 4 week for maximizing the potential of the application with the regard of the problem statement behind it.

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