CHAPTER V
CONCLUSION AND RECOMMENDATION

This chapter begins with a description of the conclusion of the research, which focuses on investigating promoting tourism attraction through the English language in south Sulawesi. This conclusion covers the answer to the research question set in Chapter One. Furthermore, the following section deals with research recommendations for further research.

5.1 Conclusion

The conclusion part of this study is used to discuss issues examined under the guidance of a list of the research questions. In order to assist readers in evaluating the findings more systematically, they are presented as follows.

5.1.1 The importance of English in branding to promote tourist attractions in South Sulawesi

In some countries or destinations, using a global language or a language closer to the local audience can be more effective in building a deeper and more personal connection with domestic or regional visitors. Thus, in choosing a language for destination branding, the best strategy is to consider global and local market needs to achieve optimal success in destination promotion. Therefore, English has become a principal dialect in abundant parts of the world and is essential in universal commerce exchanges. Promoting campaigns regularly target a worldwide group of onlookers, and English guarantees that the message resonates over distinguishing societies and regions.

5.1.2 Using English in branding to promote tourist attractions in South Sulawesi to seduce tourists.

Using English for destination branding has become essential; therefore, the need for the language become important. Including English in promotional materials helps to shape the destination's image as a welcoming place for global travelers. It is crucial to promote tourist attractions through English to attract visitors. Moreover, incorporating English in digital content allows travel destinations to appeal to an international audience, fostering inclusivity. As English is a widely understood language, it enables travel destinations to connect with a diverse range of individuals from various countries, strengthening global ties.

5.2 Recommendation

Considering the findings elaborated above, some recommendations for improving the quality of destination promotion on the websites, especially the use of language use and visual images. First, based on the study conducted, the important of English language use to enhance the destination portrayal. The use of the English language significantly influences tourists or potential tourists. The slogan should use English to create the brand of the destination. Secondly, using English should be the primary concern for tourist destination portrayal purposes.