

CHAPTER V

CONCLUSION

After having the results of observation and interview of the Public Relations Officers in the Hotel Padma Bali, the present writer would like to conclude that Having good communication skills in English (especially for speaking and writing) for Public Relations Officers in Hotel Padma Bali is necessary because most of their guests are foreigners. The Public Relations Officers in the Hotel Padma Bali use the persuasive messages for having successful promotion (in spoken and written promotion). They are doing promotion with persuasive messages in many ways (such as: using story, descriptive words, show their commitment, etc) because those ways can raise favorable opinion and create strong image in the public's minds.

Finally, the present writer has some suggestions that since there are a lot of tourists from Asia, it will be better for the Public Relations Officers to learn other language beside English (such as: Japanese, Chinese language, etc). Furthermore, in delivering persuasive message, they must have good communication skills and willingness to develop themselves to reach a successful promotion, and have good personality to get success in their job. They must master in language especially English and have good personality because it plays important roles in every

sector, especially in business. Moreover, the Public Relations Officers should have negotiation skills, high motivation, initiative, and imaginative, be open minded.