

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

From the explanation in the previous chapters, the writer concludes that there were three stages in writing a script for copywriting an e-booklet of Melemang. The stages of writing a copywriting by Arrouf (2018) were in line with Research and Development by Sukmadinata (2005). The first stage was preliminary study which consists of literature study, field study, and product drafting. These three steps were linked to four steps by Arrouf (2018), they are attention, interest, desire, and action.

The second stage was model development which consists of limited and wider testing steps. These steps were linked to write a good quality copy. The writer developed the script through review of content, language, and design of the e-booklet in limited testing and review in aspects of language, content in wider testing. Then the writer revised the script based on the suggestions from the experts, so the product was developed.

The last stage was final product testing. This step consists of pre-testing, last revision, and post testing. This step is done to test the potency of the product model in society. In this case, the writer did not use the final product testing because the process took much time. Because of limitation of time, skill, law, and cost the writer modified the steps given by Sukmadinata (2005). It stopped until the wider testing and the final product.

Moreover, the writer also concluded that this product of final report which was the copywriting of Melemang e-booklet can be used as the new media to promote Melemang and preserve it.

5.2 Suggestion

Based on the research of writing the script of copywriting of Melemang e-booklet that has been done, the writer would like to give some suggestions as follows:

1. The future researcher could make more e-booklet copywriting about cultural traditions because it would help to preserve the culture as the identity of our country.
2. The writer would like to suggest the future researcher could make a lot of creativity to introduce the cultural traditions from each area in our country to make people easily to know about it.

The writer also would like to suggest the people from Muara Enim regency to promote Melemang and spread it. So, many people will know about Melemang and it can attract tourist come to Muara Enim to see it or even involved in celebrating Melemang.