

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of designing a video as promotion media and also the suggestion.

5.1 Conclusion

Based on the explanation in the previous chapters, the writer concluded that this video can be used as a medium to promote Sabokingking tomb. The video can be used as a guideline for tourists to find the information about Sabokingking tomb. This video consists of the information about Sabokingking tomb such as the location, the building for the tombs, the tombs of king and queen, and the history of Sabokingking tomb.

The quality of this video format is .mp4 with the duration 3 minutes 23 seconds. The writer used *CapCut* as the video editing application to edit the video. The information is delivered in English orally with subtitle in Bahasa Indonesia. To attract the tourists to come and visit Sabokingking tomb the writer added tagline in the video using persuasive sentences.

5.2 Suggestion

Based on the explanation above, the writer would like to give some suggestion as follows.

1. The Palembang Tourism Office can use this video to promote Sabokingking tomb as a religious tourism destination in Palembang.
2. The students of English Department of State Polytechnic of Sriwijaya can use this video to inform and develop their idea, ability, and skill to increase tourists to come to Palembang.