

## CHAPTER V

### CONCLUSIONS AND SUGGESTION

#### 5.1 Conclusions

The writer concludes that there are five effective promotional media used in *Sultan Mahmud Badaruddin II Museum*. They are Instagram, Facebook, museum visit school, cooperation with tour and travel agencies and exhibition. All of those promotional used in *Sultan Mahmud Badaruddin II Museum* have the purpose to attract many people in Palembang and other cities and get the advantages to increase the number of visitors in *Sultan Mahmud Badaruddin II Museum* this period from 2018-2020 there was increase of visitor in *Sultan Mahmud Badaruddin II Museum*. But in 2020 there was a decline due to the covid-19 pandemic. And in the era of the COVID-19 pandemic, the highest promotion media used by *Sultan Mahmud Badaruddin II Museum* were social media Facebook and Instagram. because, at this time all schools carry out online teaching and learning activities. So, the highest promotion media used is promotion using social media. Then proceed with media promotion cooperation with tour and travel agencies in collaboration with museums. This promotion is still running although not as active as in previous years. And the last promotion is exhibition. This promotion is not used starting in 2020 due to the COVID-19 pandemic.

#### 5.2 Suggestion

The writer suggests that *Sultan Mahmud Badaruddin II Museum* should make the exhibition online through social media Facebook or Instagram as often as possible about the collections exists in the museum itself. So, the museum can be better known by many visitors especially visitors of Palembang city. Also, the staff of the museum should design the promotion activities in the museum well to increase the number of visitors in *Sultan Mahmud Badaruddin II Museum*.

