

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the research and discussion of findings presented previously, it can be concluded that visual communication is a basic element in all kind of designs because visual communication contains such as colors, shapes, typography, graphics, and can tell the story to people by just looking or in a visual way, and uses in many kinds of purpose and one of them is for promotional media. Comics as an example of visual communication design is read and loved by all ages, especially children, teenagers, and even adults. E – comic is a comic which is made in a digital way and made with picture and that increases the reading interest, for it contains not only the story line but also shows the illustration images that can make the reader enjoy reading the story. The e – comic entitled Domestic (Donny, Mesya, and Tica) Tour Planning Discussion. This visual communication design in the form of e – comic described tourism destination in Palembang in a general way to promote them. The description starts from explaining what kinds of tourism destination in Palembang and what its attractions are, as well as the reasons tourism destinations here can develop and no less interesting with other tourism destinations outside the city. It is hope this visual communication design as a promotional media and made in the form of e – comic can promote tourism destinations in Palembang. This comic was made into two languages: English and *Bahasa Indonesia* which consist of 25 pages for each language.

5.2. Suggestion

Based on the result of this final report. The writer would like to give suggestion to Tourism Department of South Sumatera to pay attention on visual communication design especially e – comic as one of visual communication design as a promotional media that needs to be developed, so that the promotion of Palembang tourism destination more update. The writer hopes, the next researchers can design another kinds of visual communication design or in the same form which is e – comic about more tourism destination promotion in Palembang.