

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Most of the respondents agreed that the brochure was important because it gave information about the products and service offered by "*Taman Wisata Alam Punti Kayu*", it persuaded the tourist to buy the products and/or service offered by "*Taman Wisata Alam Punti Kayu*", it influenced the tourist in making decision to buy the products and/or service offered by "*Taman Wisata Alam Punti Kayu*", it provided the information about the availability of the product and/or service in "*Taman Wisata Alam Punti Kayu*", it provided the information about the characteristics of the products and/or service offered by "*Taman Wisata Alam Punti Kayu*", it provided the information about the exact location of each area in "*Taman Wisata Alam Punti Kayu*", it arouse tourist interest to come to "*Taman Wisata Alam Punti Kayu*", it gave information about the attraction and events in "*Taman Wisata Alam Punti Kayu*", it drew the beauty of "*Taman Wisata Alam Punti Kayu*", and it drew the uniqueness of "*Taman Wisata Alam Punti Kayu*", therefore, the making of a brochure about Taman Wisata Alam Punti Kayu can not be canceled because of its urgent.

The brochure was made by using CorelDraw software because of its advantages. The limitations in making the brochure can be handled by using qualified laptop. The type of brochure folding was tri-fold by using art paper A4 120gr. The dominant color of this brochure was green which was combined with yellow as a sign of naturalness, healthiness, eagerness, fortune, pride and authority.

To find out the significant diference, the writer conducted paired sample T test to see the diference in terms of tourist satisfactions before and after the availability of the brochure of "*Taman Wisata Alam Punti Kayu*". The finding showed that $t\text{-obtain} = -32.205 < t\text{-table} (df=29) -2.045$ and the significance

was $0.000 < \alpha 0.05$, therefore, there was significant difference in terms of tourist satisfaction before and after the availability of the brochure of “Taman Wisata Alam Punti Kayu”.

5.2 Suggestion

It is suggested that the future research to use qualified laptop or personal computer with Windows XP or Windows Vista or Windows 7 system with minimum Intel Pentium 4 with screen resolution 1024 x 768 pixels and has empty hard disk capacity of 1.5 GB for installation when working with CorelDraw.

The availability of the brochure can not be ignored, so the management should produce enough brochure for the tourists so that the management can improve tourism satisfaction.