

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion based on the result of the research and development.

5.1 Conclusion

This news article script, entitled “Songket Palembang, Generation Adhesive Culture” can be used as a medium for promoting songket as traditional woven fabric in Palembang. The news article script can be accessed at <https://palpres.sumeks.co/2022/06/17>. In designing the news article script, the writer use the Research and Development Modified by (Sukmadinata, 2005) that linked with the stages of script development by (Friedmann, 2006). The first step is Preliminary Study consists of literature study, field survey, and draft model that linked with background research and investigation, concept, pitching, treatment, first draft, revision, and final draft. The second step is Product Development consists of limited testing and wider testing. The last step is Product Testing and Dissemination consists of pre test, *perlakuan*, and post- test. Unfortunately, the writer did not do the product testing and dissemination because lack of time, skill, and cost. Therefore, the writer stopped the work until wider testing and considered as the final product.

5.2 Suggestion

Based on the research of designing news article script entitled “Songket Palembang, Generation Adhesive Culture” for teenagers to promote songket as traditional woven fabric in Palembang, the writer would like to give some suggestions as follows:

- a. For students of the English Department, the writer suggests conducting product testing and dissemination for the future researcher.
- b. For society, the writer suggests preserving more traditional woven fabric in Palembang, especially for teenagers in Palembang.