

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents conclusion and suggestions from the process of designing e-booklet of *Museum Negeri Sumatera Selatan*.

5.1 Conclusion

This final report was focused on designing an e-booklet draft of *Museum Negeri Sumatera Selatan*. It used two steps of research and development modified by Sukmadinata (2012); preliminary study and model development. First, in a preliminary study, the writer implemented seven stages of script development written by Friedmann (2014) there were: background research and investigation, concepting, pitching, treatment, first draft, revision, and final draft. Second, in model development, the writer did limited testing by giving the e-booklet draft to experts concerned in four areas, they are: content, language (English and Indonesian), and design. After limited testing, the writer did wider testing by giving the e-booklet draft to experts concerned in four areas, they are: content, language (English and Indonesian), and design. The e-booklet has 38 pages with A5 paper size using English and Indonesian text. The colors of this e-booklet are brown and orange. So, the procedures of designing an e-booklet were: background research and investigation, concepting, pitching, treatment, first draft, revision, final draft, limited testing and wider testing.

5.2 Suggestions

After conducting this research, the writer gives two suggestions for further researchers. First, the writer suggests to use a shorter script development technique to shorten the time in writing the script. Second, it is better to make other forms of endorsement media such as booklet, brochure, and website so that the museum can be more optimal in promotion process.