

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusions

The brochure as one of promotion media in tourism objects was needed because it gives the information about the products or service offered; it persuades the customers to buy the products or service offered; it influences the consumers in making the decision to buy the products or service offered; it provides the information to prospective consumers about the availability of the products or service offered; it provides the information to prospective consumers about the characteristics of the products or service offered; it provides the information to prospective consumers about the uses of the products or service offered; it arouses potential consumer's interest towards the products or service offered; it attracts the holiday makers/ travelers to go to tourism object. it explains the cost that should be paid by the potential tourist; it is impossible for the potential tourists to know the quality of the tourist objects before they go there; it has a very important role in persuading the potential tourist to go to tourism objects; it draws the uniqueness of Palembang traditional food. Therefore, the designing of brochure about pempek- palembang traditional food should be implemented soon.

The following were the material, tools and the procedure of designing the brochure. This brochure design can be done using CorelDraw X3. The thing that must be considered while designing is the selection of words. It should be brief and clear, using the image of our own to avoid plagiarism, giving attractive colors and include the identity of the company. Creating a brochure is a difficult thing, but it looks easy. The procedures are: setting the page size, providing basic color by means of the rectangle tool in choosing color, putting enough pictures by clicking CTRL + I, testified posts by using the text tool. Then, she design its brochure as beautiful as she can.

After the brochure was ready, then the research stage II to find out the significant difference in terms of potential tourist decision to go to tourist objects before and after the availability of brochure about "Pempek" – Palembang traditional food was conducted.

From the research stage II, it can be concluded that there was a significant difference in terms of potential tourist decision to go to tourist objects before and after the availability of brochure about “*Pempek*” – Palembang traditional food.

5. 2. Suggestions

The authorities of Palembang City should design good brochure as one of promotion media if they want to develop the city; they should use good brochure to persuade the potential tourists to buy the products or service offered; they should use good brochure to influence the consumers in making decision to buy the products or service offered; they should create accurate characteristics of the products or service offered; they should inform clear uses of the product or service offered; they should design attractive brochure to arouse potential consumer’s interest towards the product or service offered; they should produce good, attractive and clear brochure to attract the holiday makers/ travelers to go to tourism objects; they should inform accurate information including the cost that should be paid by the potential tourists; they should design accurate and attractive brochure so that the potential tourists know the quality of the tourist objects before they go there; they should provide attractive, accurate and informative brochure so that the potential tourists are persuaded to go to tourism objects; they should draw the uniqueness of *Pempek* as one of Palembang traditional food.

The authorities must know and look for information as much as possible by reading books about CorelDraw. Then, they should prepare the text which will be the content of the brochure with briefly, dense, and clearly so, their brochure will not be bored brochure. Finally, they should not use CorelDraw X3 type, preferably using CorelDraw X6 or X7 more sophisticated menu than CorelDraw X3.

The authorities also should consider the availability of brochure about “*Pempek*” – Palembang traditional food if they want to develop the culinary tourism in Palembang. Furthermore, this finding shows that one of the factors which influence the potential tourist decision to go to Palembang is the brochure. Therefore, the authorities should design a very attractive brochure especially

about Palembang Traditional Food so that the potential tourists are getting interested to come to Palembang City to do Culinary Tourism.

The significant difference in terms of potential tourist decision before and after the availability of brochure about “Pempek” – Palembang traditional food suggests that the availability of the brochure cannot be ignored. Therefore, it is urgent to provide the brochure in order to develop culinary tourism in Palembang City. The availability of brochure about “Pempek”-Palembang traditional food cannot be hindered because it is one of popular traditional food in Palembang.