

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

In the process of making the copywriting in the form of a booklet script of Kongar Lake as a tourism destination in Musi Banyuasin Regency applied the Research and Development Method steps adapted by Borg and Gall (2003) modified by Sukmadinata (2005). The steps were used three main steps, they were (1) Preliminary Study which consists of two steps: Literature Study and Field Survey, (2) Development and (3) Model Draft. In Preliminary Study, the writer collected the information about the object of the research both the framework and the content. Based on the data from Preliminary Study, the copywriting booklet script of Kongar Lake as a tourism destination in Musi Banyuasin Regency was made, which was called preliminary product. The data of Kongar Lake, language and copywriting was used as the references. After the preliminary step the script was developed, then it was tested in next stage, limited testing. In a limited testing, the writer provided a model development to three experts. After that, the writer got suggestions and comments for the revisions in the final copywriting. They were experts content of Kongar Lake, copywriting and appropriate english. The data were used for limited testing as the final script.

5.2. Suggestion

Based on the project of copywriting booklet script of Kongar Lake as a tourism destination it is suggested for further project to make more of promotional media about tourism destinations. It will help everyone know about tourism in our country and there will be a lot of creativity to introduce tourism destinations from every region in our country so that people can find out about them more easily.