

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the research conclusion and suggestion.

5.1. Conclusion

In this chapter, the writer concludes that the Monpera Museum has a good potency as tourism object. Based on the fact found by the writer and adjustment to the literature review, the potency of Monpera Museum is as one of tourism object and categorized to historical tourism object. It is because the establish idea and all collection of Monpera is about the struggle history of Palembang people. While the promotion staff of Monpera has done the responsibility to promote the potencies of Monpera as one of tourism object in Palembang. The promotion efforts has follow the important stages such as determining purpose, target market, evaluating and sending message to public. The promotion efforts were using some media such as, website or blog, social media (facebook) also the booklet. Besides that, the management of Monpera Museum also does some renovation based on the government agenda. However the statistic of visitors' shows that it is still not stabile, it is proved that promotion stages and promotion efforts are not effective.

5.2. Suggestion

The writer would like to give some suggestion to Monpera Museum staff, for the first the writer think that they should improve their responsibility in promoting the Monpera Museum potency. Then the Monpera staff should provide new packet tour or provide some tourism event at Monpera, because the visitors need something interesting as long as their doing the activity there. The staff also needs to develop their publicity advertisement such brochure, leaflet and booklet because it is easy to make and take low cost than other media advertisement. It is also important to attract the public to know more about the Monpera potency by using those media. Furthermore, writer hopes that all the staff of Monpera

Museum can improve their knowledge about tourism, so that the process of promotion efforts can be done better in the future.