

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter presents the conclusion of designing brochure of *aesan gede*, and also the suggestions for the usage of the brochure to promote *aesan gede* as one of culture tourism object

#### 5.1 Conclusion

Based on the explanation on the previous chapters, several conclusions can be drawn.

First, there are two strategies in designing a brochure. They are visual strategies as verbal that are includeand headline, body copy, slogan, and closing words. Second, the visual strategies as non verbal that are included format design, illustration, layout, logo, typography, and color. The writer followed some theories about how to design brochure, included layout, illustration, color, logo, and text of brochure. It was done to make the readers will understand about the information in these brochures.

Second, the bi-fold and tri-fold format brochures can be used as media to promote *aesan gede* as Palembang traditional wedding costume because bi-fold and tri-fold format brochures are able to hold all the information about *aesan gede* in detail.

Last, brochure is one of the printed media that can be used as media to promote *aesan gede* Palembang traditional wedding costume. The brochures of *aesan gede* are an informational brochures because they provide all information about the product in detail.

#### 5.2 Suggestion

After doing this final report the writer gives some suggestions. First, it is better for government to provide brochure or another printed media to promote

every tourism object in Palembang because brochure is one of information media to promote *aesan gede* as Palembang traditional costume. Second, in designing a brochure you should determine the content first then decide which format design will be used. Last, the writer hope there will be continued research about the effect of brochures of *aesan gede* as promotion media in societies and visitors or tourists of Sultan Mahmud Badaruddin II museum.