

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

In this research, the writer can conclude that to design an effective booklet in promoting Via Crucis Sukamoro, several key elements must be considered. First, the booklet should include complete information about the history, cultural significance and facilities available on the Via Crucis, according to the needs and expectations of visitors. An attractive visual design, with the use of soft colors and high-quality images of stations and natural scenes, will help create a religious and calm atmosphere. The narrative in the booklet should be inspiring, including the origin story of the Via Crucis and relevant religious quotes, to attract visitors seeking a deep spiritual experience. In addition, the booklet should provide a clear route map and detailed travel guide, to make it easier for visitors to plan their visit. Ease of access to information through direct contact and QR codes for additional information are also important to include.

The writer used the R&D method to design the booklet, following certain phases in the process. Potential and issue, data gathering, product design, design validation, design revision, product revision, and finished product are all part of it. The writer employs a variety of booklet design techniques such as developing a visual concept, layout arrangement, image and graphic selection, text preparation, cover design, and testing and corrections. There are twelve pages of English-language content in the booklet. The booklet was designed by the writer using Canva as the editing program. During the testing phase, the expert reviewed the printed trial booklet and made necessary adjustments. The booklet was modified in the revision process after receiving the recommendations, taking the advice of experts into consideration. The booklet was reprinted as the finished item after revisions. The material and information presented in this booklet are easier for domestic tourists to understand because it is written in English. In addition, this booklet has a QR code that leads to an Indonesian translation of Via Crucis Sukamoro. In particular, for tourists wishing to travel to South Sumatra, this booklet

is supposed to be a useful tool for promoting and informing people about the Via Crucis Sukamoro.

5.2 Suggestion

Based on the findings, the writer's suggestion for Via Crucis Sukamoro management to increase the promotion, it is necessary to collaborate with travel agents and the community. Local and national travel agents can be invited to work together to offer tour packages including visits to Via Crucis Sukamoro so that they can attract tourists from various regions. Apart from that, partnerships with religious communities are also very useful for holding events or retreats at these tourist attractions so that they can attract more visitors. Hosting special events such as retreats and small events involving the local community can increase visitor interest. Apart from that, holding workshops or seminars related to art or the history of tourist attractions will enrich the visitor's experience and add value to their visit. With this strategy, Via Crucis Sukamoro can attract more visitors and increase its visibility as an important spiritual tourism destination. Then, for further research the writer must improve this booklet so that it becomes more creative and educational and collaborates ideas with innovative designs so as to increase the interest of those interested in visiting Via Crucis Sukamoro.