

CHAPTER V

CONCLUSION

5.1 Conclusion

After discussing the problems of this final report, the writer concludes that the design of the Brochure made by The Culture and Tourism Department of South Sumatra Province has fulfilled some principles of designing a tourism brochure, In case of south Sumatera tourism brochures, the designer which is the promotion and marketing section failed to deliver the specific information and as the result the problems a rise such as the selection of pictures, fonts, and colors, incomplete maps, wrong supporting text. Those could be avoided if the designer had created the brochure carefully by doing the principles in designing tourism brochure and evaluating the brochures.

The writer suggests the problems that have been detected should be fixed quickly to make the brochure better than before, and also the Culture and Tourism Department of South Sumatra should find some employees who are skilled in designing grafis and English translation , It will make the brochure good to be read, and make the tourists interested to visit South Sumatra.