

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

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

Palembang is one of the oldest cities in Indonesia that has tourism objects especially historical places and Taman Bukit Siguntang is one of historical places in Palembang. In Taman Bukit Siguntang there are some caretakers that give the information for visitors.

The caretakers can give written information such as brochure to help them give the information about Taman Bukit Siguntang. Most of the respondents agreed that the brochure was important because it gave information about the products and service offered by “Taman Bukit Siguntang”, and help the government promoting Taman Bukit Siguntang as a one of historical places in Palembang because Brochure is one of printed media also written information that can be used as media to help the Department of Tourism in the promotion and recognition as well as cultural attractions in the city of Palembang.

The brochure was made by using Microsoft Office Publisher 2007 because of its easy to use and limitations in making the brochure can be handled by using qualified laptop. The type of brochure folding by using art paper A4 120 gr. The writer comparing the tourism brochures that have already been available with differences content, pictures and design.

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 Taman Bukit Siguntang as historical places, the availability of the brochure can not be ignored, so the management should produce enough brochure for the tourists so that the management can improve tourism satisfaction.. 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 Taman Bukit Siguntang as promotion media in societies and visitors.