

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter explains about the conclusion and the suggestion of the final report.

A. **Conclusion**

Magazine is an attractive media as a promotion of product, and the fact shows Palembang has many kinds of tourism object that can be an interest destination for visitors. Magazine is media that can be used to facilitate any human activity to get the information easily. At this time, many designs and informative contents that must be available in magazine in many ways such as non verbal communicating, easy to read, and variety information with pictures. Besides easy to remember, the information would be a weapon to attract the tourist through unique information such as art, culture, tradition, habit, local community and tourism object.

“*Kulu – Kilir*” served many kinds of unique stories and information in some tourism objects in Palembang. To classify the characteristic content with another magazine that has a same information, “*Kulu – Kilir*” does not only focus on enjoying the landscape or culinary but it also tells the legend stories in the ancient times (Sriwijaya kingdom). This magazine’s characteristic is being different with another magazine that provides same information. It is easy to reach the tourism destination even visitor can travel Palembang through this magazine.

B. **Suggestion**

The writer expected that the tourism field or institution would provide unique idea to attract tourist to come to Palembang city, as we know Palembang is a kind of historical city in Indonesia that serves many kinds of diversity. But,

before that the institution has to fix the facilities and security or any regulation to support the promotion system. Also maintain the information continuity of the tourism object or hot news in Palembang city.

The writer suggest that this magazine need more time to finished at least 8 months to find the valid data (old-updated), design and printed. The expert judgement is the key to make this magazine developed, find the relevant expert based on their experiences and job, mix match the experts that may be connected with the project.

For tourism students, have to develop brilliant idea to raise the tourism activity that can make Palembang known by other people in the world. Creativity and innovative to think and collaborate skills and technology to made some improvement of tourism industry sector, made some new project to developed, the writer hopes that would be more beneficial effects with this magazine.