

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of designing booklet of tourism destinations in Palembang and also the suggestions for the usage of the booklet to promote tourism destinations in Palembang.

5.1 Conclusion

From the explanation of the previous chapters, the writer has drawn conclusion. Booklet is a book that contains the complete information about product or service to make the reader understand about the message and follow the messages. Booklet also can be a promotion media because one of the function is to share the information either in the form of stories, knowledge or reports. As a promotion media, booklet can be used to promote tourism industry, especially in Palembang.

Referring to the problem of this final report is to design booklet for the promotion plan of tourism destinations in Palembang. There are 10 steps that can be used to design the booklet such as research and information collecting, planning, preliminary form of products, preliminary field testing, main product revision, main field testing, operational product revision, operational field testing, final product revision, and dissemination and distribution. From all of the steps, the writer only use 8 from 10 steps to design the booklet.

In addition, the designing of booklet of tourism destinations of Palembang can be used as a promotion media to increases the number of visitors.

5.2 Suggestion

To follow up the findings, the writer wants to give some suggestions.

1. Government has to pay more attention about the tourism destinations in Indonesia, especially in Palembang and should take a part in enhancing the tourism sector to be known in the world.

2. Department of Culture and Tourism expects more frequent in providing promotion media especially booklet to improve the information for the visitors. Department of Culture and Tourism also can produce booklet about tourism destinations of Palembang which can be obtained by visitors for free