

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

The following were the conclusions and suggestions.

#### 1.1 Conclusions

As one of the famous museums in Palembang, museum has responsibility to deliver educational mission for visitors. Museum should work hard to help visitors to build awareness about the meaning of museum as a part of learning process. Therefore, SMB II museum need to do promotion to attract visitors to come. In doing promotion, SMB II museum has some strategies to make the promotion runs well. In doing promotion, the promotion media that SMB II museum used are printed media (banner, brochure, guide book and booklet), social media (website, blog and Facebook) and other promotion (exhibition and souvenir). Museum also has additional promotion media such as holding an event (*Duta Museum*) and adding *Museum Keliling*.

In order to do promotion, there are obstacles faced by museum. Budgeting and operational facilities are the obstacle. To make printed media and to hold an event (*Duta Museum*), museum need big cost to do it. Additionally, operational facilities are needed if museum wants to make a promotion by *Museum Keliling*.

#### 1.2 Suggestions

The writer gives suggestions based on the explanation in the previous chapter.

1. The harder obstacle faced by SMB II museum is making an event such *Duta Museum*. Although the budget from the government is not enough, I believe SMB II museum can get cooperation with other stakeholder to make it.
2. It is hard for SMB II museum to have a bus for *Museum Keliling*, because it is expensive to buy a large bus. It is suggested that Museum's staffs change it into other media such as making banner and put it in any permitted places which is easily seen by people.

3. It is suggested that the staffs of museum put the brochures or guide book in the strategic place, so the visitors can see it directly. It can be placed in the receptionist table, so when the visitors pay the ticket they can see it and take it.