

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 Kampung Kapitan 7 Ulu Palembang. In Kampung Kapitan there are some caretakers that give the information for visitors.

The caretaker can give written information such as brochures to help them give the information about Kampung Kapitan 7 Ulu Palembang. Most of the respondents agreed that brochures were important because they gave information about historical and kapitan's houses and helped the government promote Kampung Kapitan as one of the historical places in Palembang because brochures are one of the printed media. Also, written information that can be used as media to help the Department of Tourism in promotion and recognition as well as cultural attractions in the city of Palembang.

The brochure was made by using Microsoft Office Publisher 2007 because it is easy to use and has limitations in making the brochure folding by using art paper A4 120 gr. The writer compared the tourism brochures that have already been available with differences in content, pictures, and design.

1.2 Suggestion

After doing this final report, the writer gives some suggestions. First, it is better for the government to provide brochures or other printed media to help visitors get information in Kampung Kapitan as historical places, the availability of the brochure can not be ignored, so that the management can improve tourism satisfaction. Second, for the Tourism Department, this project is expected to be one of the considerations of an effort to increase tourism information attractions especially for Kampung Kapitan 7 Ulu Palembang managed by the Department of Culture and Tourism. And lastly, caretakers should provide written information or help visitors to give information about Kampung Kapitan 7 Ulu Palembang better than before.