

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

Palembang still has no special development to take advantage of tourism objects in order to be able to increase the number of visitors. It needs something new, innovative and attractive to gain more visitors. Video mapping is an alternative to promote tourism in Palembang. Video mapping is a promotion medium that is suitable to Palembang. It has innovative and attractive point because it is one of high technologies that can be applied as the new tourism attraction in Palembang.

There are some procedures that should be done in the process of designing landscape for video mapping implementation such as finding concept design, analyzing system needed, creating a venue design, assessment design by expert, creating a simulation of implementation and evaluation. The concept of video mapping is combined the video mapping implementation with life performance of Dul Muluk and traditional dances. It was held on the field of Benteng Kuto Besak because the location of BKB is in central tourism area of Palembang and the field of BKB is broad enough to implement video mapping. It is also near to Palembang trademark such as Ampera Bridge, and Musi River. Video mapping should be held on night because it cannot work in high radiance intensity. The aim of video mapping here is to promote Palembang and its culture, preserve the cultural heritage and give new form of night tourism attraction.

The Government and Tourism Department of South Sumatra Province should consider this idea to promote Palembang through tourism attractions of video mapping. Video mapping has the potency to attract the tourists to visit Palembang for holiday purposes, though Palembang is well-known as business city or industrial city.