

## CHAPTER V

### CONCLSION AND SUGGESTION

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

#### 5.1 Conclusion

Based on the explanation on the previous chapter, the writer can conclude that the leaflet can be used as a medium to promote the tourism object destination and attraction in Palembang and as transportation map for tourists to make tourist easier to find the tourism object destination and attraction.

In designing leaflet of transportation map, the writer used modified research and development method. There are three steps of Research and development used by the writer to get the good result of designing leaflet: (1). **Preliminary study:** a. *Literature study*, b. *field survey*, and c. *Draft of product*. (2). **Development Product:** a. *Limited testing* and b. *Large testing*. (3). **Testing:** a. *Pre testing*, b. *Last revision* and c. *Final product*.

In literature study the writer found the information about the designing leaflet, the characteristic of leaflet and the information about the leaflet's content of transportation map for tourists. Based on field survey, the writer found that there was no leaflet of transportation map for tourists in Palembang city whereas the object destination and attraction in Palembang need to be promoted. In the collecting the data, the writer made draft of product included design the leaflet which contains information about Palembang, pictures, explanation of object destination, palembang map, and important number in Palembang. After making draft of the product the writer asked to some experts to develop the product.

There are two steps, limited testing and large testing. After develop the product the writer tested again to some experts to get the good result of designing leaflet of transportation map. In designing the leaflet, it will be easy if the writer understands the software itself. However, it is possible if the writer follows the steps that have been provided. And in designing leaflet, the creativity of the writer is needed because it can determine whether or not the leaflet interesting to read and it can effect to the reader's interest to the leaflet.

## **5.2 Suggestion**

Based on the result of designing leaflet of transportation map for tourists that has been done, the writer expected that the tourism field or institution would provide a unique idea to attract tourists to come to Palembang city. As we know Palembang is a kind of historical city in Indonesia that serves many kind of diversity. But before that the institution has 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 Palembang city.

For English Department students, the writer suggests to develop brilliant idea to raise the tourism activity that can make Palembang known by other city or country in the world. Creativity and innovation to think and collaborated skills and technology to make some improvement of tourism industry sectors, made some new project to be developed.