

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

The research and development modification method by Sukmadinata (2005) consisting of preliminary study (literature study, field study, and model draft), model development (limited and wider field testing) and final product testing step is very helpful to design a booklet for culinary tourism in Plaju entitled “*Plajulicious*”. In the first step, the *Plajulicious* booklet draft was designed based on information about culinary tourism and booklet design by reading articles and books, observing, interviewing the owners or employees and collecting the documents (the copy of menu and price list) of restaurants and cracker snack in Plaju to collect the information about culinary tourism in Plaju.

In the second steps, the *Plajulicious* booklet draft was developed in two phases, limited and wider field testing. In limited field testing, model draft was commented and suggested by two foodie bloggers about content additional content (picture, price list, and new section) and booklet design (font, line spacing and so on). In wider field testing, the revised booklet was criticized by two members of foodie community (Foodies Warriors Palembang). Their comments focus on the content including picture, paraphrase, and information addition (price list and new content). After field testing, there were some comment and suggestion about the content and booklet design.

In final product field testing steps, the revised *Plajulicious* booklet was corrected by two experts. The first expert is Palembang culinary expert, he recommended one restaurant and added the information. The second expert is design expert, he suggested to change size booklet, the front cover, background, and the back cover.

The expert’s comment and suggest were used to revise the booklet and make the final booklet. The final booklet consists of 9 two-sided sheets with 38 pages including front and back cover. The information in each restaurant is

described with two languages, English and Indonesia. The *Plajulicious* booklet contains descriptions, addresses, open hours, menu, prices of favorite menu, and some photograph of restaurants and cracker snack.

5.2. Suggestion

This booklet does not finish yet. Because of the lack of fund, time, and legality, the writer does not do dissemination as the last step of research and development modification in the *Plajulicious* booklet. For the future researcher, the writer suggests to conduct dissemination. Furthermore, the writer expects that there will be proof reader as expert that correction the content of a booklet in different languages version.