

CHAPTER V

CONCLUSION 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 this booklet can be used as a medium to promote the popular restaurants in Palembang and as a guidance for tourists and visitors to find the information of popular restaurants in Palembang because the booklet consists of address, phone number, and the time operating with the menus of the restaurants.

In designing this booklet of the popular restaurants, 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 booklet: (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 designing booklet, the characteristic of booklet and the information about the booklet's content. Based on field survey, the writer found that there was no booklet of popular restaurants in Palembang city whereas it needed to be promoted. In collecting the data, the writer made draft of product included design the booklet which contains information about popular restaurants in Palembang, the address, phone number, time operating, menus and price of the food of the restaurant, and also the pictures of the food. After making draft of the product the writer asked some experts to develop the product and did the limited testing, large testing, and final testing. In designing this booklet, the

creativity of the writer is needed because it can determine whether or not the booklet interesting to read and it can effect to the reader's interest to the booklet.

5.2 Suggestion

Based on the result of designing booklet of popular restaurants that has been done, the writer expected that the tourism and cultural office would provide a booklet of popular restaurants in Palembang because it can increase the interest of tourists and visitors to come to Palembang city. As we know Palembang is a city that is famous for the various traditional and delicious food.

For students of English Department, the writer suggests to develop their brilliant idea to make Palembang known by other cities or countries in the world. Creativity and innovation to think and collaborated skills and technology to make some improvements in tourism industry especially culinary sector.