

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion and suggestion of this final report.

5.1 Conclusion

From the explanation on the previous chapter, the writer can conclude that the booklet can be used as a medium to promote the tourism in Palembang. In this final report the writer made a booklet of souvenir shops in Palembang. The booklet can be used as a guidance for tourists to find the information of souvenir shops in Palembang. This booklet consists of the information such as the name of the shops, the addresses, phone numbers, the operating time, the list of things, the photos, and also the prices.

For the way of design, the writer used modified Research and Development method by Sukmadinata. There are three steps of Research and Development used by the writer, they are (1) Preliminary study, consists of: a. Literature study, b. Field survey, c. Draft model arrangement. (2) Development of the product, consists of: a. limited testing, b. larger testing. (3) Testing, consists of: a. Pre testing, b. Last revision and c. Final product.

In literature study the writer found the information about designing booklet, about the characteristics of booklet, advantages and disadvantages of booklet, the criteria to design a booklet, elements of design a booklet, how to design a booklet, etc. then in the next step, field survey, the writer found that there was no booklet of souvenir shops in Palembang. In collecting the data, the writer made a draft of the information needed included the design. After making a draft, the writer asked some experts to develop the product and did the limited testing, larger testing, and final testing.

5. 2 Suggestion

Based on the result of designing a booklet of souvenir shops in Palembang that has been done, the writer expects that the tourism and cultural department will provide a booklet of souvenir shops in Palembang because it will be able to become a good promotion to increase tourists in Palembang.

The writer also suggests for students of English Department to develop their idea, ability and skill to increase the tourists come to Palembang.