

## **CHAPTER FIVE: CONCLUSION AND SUGGESTION**

This chapter discusses about conclusion and suggestion related to the vegetarian restaurants brochure that was created by the writer.

### **5.1 Conclusion**

Based on the findings about vegetarian restaurants brochure, the writer concluded that there were some steps to create vegetarian restaurants brochure. The steps were planning, developing product, testing, revisiom, final product, and dissemination. The first step was planning. In this step, the vegetarian restaurants brochure was planned to have the information such as the location, the contact number, the menus, and the price ranges about three vegetarian restaurants in Palembang. To gain this information, the writer did interviews to three vegetarian restaurants' owners in Palembang. The restaurants were Metta Vegetarian Restaurant, IVege Vegetarian Restaurant, and Padma Mula Vegetarian Restaurant.

After that, the next step was preparing elements for the digital design of the brochure for developing the product. To develop the product, the writer did three main step to develop the product such as create guideline, edit the layout, and edit the content of the brochure.

The third step of designing vegetarian restaurants brochure was testing. In testing, the writer submitted the trial version of the product to the experts. The first expert was Mr. Honi as the expert in printing to check the quality of the brochure. The second expert was Mrs. Sri Gustiani as the expert in English to check the language in the brochure since the brochure was written in Bahasa Indonesia and English. The last experts was the owners of the three mentioned vegetarian restaurants to check the content of the brohcure.

The fourth step to create vegetarian restaurants brochure was revising. In this step, the writer revised the improper parts based on the experts' comments and suggestions.

The fifth step was final product. In this step, the final product after the revision was printed and ready for the last step.

The last step of designing vegetarian restaurants brochure was dissemination. In dissemination, the writer published the final result of the brochure in the form of final project examination which will be reviewed by appointed lecturers of English Department, Sriwijaya State Polytechnic.

Based on discussions about the vegetarian restaurants brochure, the writer concluded that there were two main points. The first discussion is about the improvement based on the experts' comments and suggestions. According to Mr. Honi, the expert in printing, there were two inappropriate parts in the brochure. The first one was the position of the picture which was not presentable and the second one was the size of the box in the brochure that was too small. However, the other parts of the brochure such as font, size, color, and layout are appropriate and presentable as it is interesting and simple. The last discussion is about brochure as an informing medium. This brochure can be a medium to inform the information when the development step begins. After all the steps of research and development finished, involving a team is needed to inform or promote the brochure to the tourists. There will be some team that distribute the brochure to the airport where the tourists arrive first and also to the Tourism, Art, and Culture Department in Palembang for the larger distribution next.

## **5.2 Suggestion**

The writer suggests the report and product of this final report would be beneficial for other students to be used and developed in writing their final project regarding promoting Palembang as a tourism destination. Especially, the vegetarian brochure to introduce the alternative menu in Palembang.

For further research, it is expected to design other brochure informing other vegetarian restaurants in Palembang with more various vegetarian menus. It is also expected that the brochure would be printed in other foreign language, so that more foreign tourist from non English speaking countries would understand the information.