

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

1.1 Conclusions

The writer concludes that there are some promotion media used in Balaputra Dewa museum. They are *exhibition, museum visit school, cooperation with tour and travel agencies* and *Facebook*. All of those promotion media used in Balaputra Dewa museum have the purpose to attract many people in Palembang and other cities and get the advantage to increase the number of visitors in Balaputra Dewa Museum this is proved from 2014-2016 there was increase of visitors in Balaputra Dewa Museum.

1.2 Suggestions

The writer suggests that Balaputra Dewa museum should make the exhibition as often as possible about the collections exists in the museum itself. So, the museum can be better known by many visitors especially visitors of Palembang city. Also the staff of the museum should design the promotion activities in the museum well to increase the number of visitors in Balaputra Dewa museum.