

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion of the research.

5.1 Conclusion

From the explanation in the previous chapters, the writer concludes that booklet can be used as the promotion media. Booklet is a small book that contains complete informations about some object and it can be guidance for people to do activities when they come to tourism destinations. As the promotion and guidance, booklet can be used to promote Kampung Arab Al-Munawar to attract teenagers visitors. When people especially teenagers want to come to Kampung Arab Al-Munawar, they can use the booklet to get new infromations about that place.

In designing the booklet, the writer assisted by Mr. Deri Kersani as the booklet designer. The writer applied the steps of designing a booklet by using Research and Development modified by Sukmadinata (2005). It consists of preliminary study, development of the product and testing. Then, in the process of creating the booklet based on the theory by Sitepu (2012: P. 160), he said that there are basic elements when the writer wants to create the booklet i.e front cover, premlimunaries, content and back cover. The writer also followed the expert's theory in design to create a good and interesting booklet started from the shape, size, colour, font, pictures and backgrounds.

5.2 Suggestion

In this research, the writer suggests that the reader can get the information about Kampung Al-Munawar from the booklet and can utilize this booklet as it should be. Then, for the Government especially *Dinas Pariwisata Kota Palembang* can use this booklet to promote Kampung Arab Al-Munawar and can improve the booklet while the facilities for the local visitors or foreign visitors who visit to that place.

Actually in this research, the dissemination step was not conducted because of the lack of fund, legality, time, skill, and the content of this booklet is also not complete yet. So that is why the writer suggests for the next researcher to do the dissemination step for the next time and development to design the booklet is required to add information completely about Kampung Arab Al-Munawar.