

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter consists of conclusion and suggestion for the research.

5.1 Conclusion

After collected and analyzed data research, so it can be concluded that Palembang City actually interesting tourism object destination which can be explored by tourists. As a part of new tourism object destination, *Tugu Iwak Belido* was less promoted so much tourists still do not know that new tourism object destination. Because of the problem, so the writer has thought to use another effective promotion media to promote the new tourism object destination by design the keychain of Iwak Belido. Using souvenir as the promotion media to promote tourism object destination has very good opportunities because soon in August 2018 there will be an big sport event, Asian Games. So it will be useful to promote the tourism object destination through the souvenir and it can also help the government for treassury the souvenir for that event.

5.2 Suggestion

The writer gives a suggestion, as follow:

Governments should develop the original souvenir of Palembang which can be useful as tourism promoting media.