

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter explains about the conclusions and suggestions of the final report.

#### **5.1 Conclusion**

The greeting card with the design of traditional wedding clothes of Palembang can be used as a promotional medium. In designing the greeting card, the writer used Research and Development (R&D) method by Sukmadinata (2005). There are three steps: preliminary study, model development, and final product testing. In the process of designing the greeting card, some knowledge, skill, and people's opinion were needed. First, the information and knowledge about traditional wedding clothes of Palembang were used for writing the general information on the greeting card. Also the knowledge about how to design the greeting card is needed to design the greeting card as well. Third, the software including photoshop and coreldraw to design the illustration for the traditional clothes of Palembang and also the cover of a greeting card.

In developing the model draft, the writer requested some comments and suggestions from the experts to improve the greeting card. Finally the writer made the final product of the greeting card with the design of traditional clothes of Palembang to be one of printed media that can be used to promote of traditional clothes from Palembang to tourist.

#### **5.2 Suggestion**

The writer expects in the future this greeting card can be used the dissemination step in order to make products better. Also, this greeting card can be printed and used as a real promotional medium for tourist.