

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of designing video as promotion video and also the suggestions.

5.1 Conclusion

Based on the explanation on the previous chapters, the writer used the writer used Sukmadinata's steps (2005). The steps of research and development were developed and consisted of 3 steps, they were preliminary study, model development and final product testing. In preliminary study there were literature review, field survey, and draft of product. Then, in model development there were limited trial and wider trial. This video can be used as media to promote Taman Purbakala Kerajaan Sriwijaya because that video is considered more interesting and eye-catching than photograph or text because it combines images, sounds, and also effects.

The process of designing the video was based on theories and also some experts' and respondents' comments and suggestions that related to their knowledge about the product. The writer revised some mistakes based on the experts' or respondents' suggestions and comments in limited, wider, and final product testing that make the video becomes a good product. The results of video is the best results based on the experts' or respondents' comments and suggestions. The final product has been done by follow the research method that developed by Sukmadinata.

5.2 Suggestion

Based on the explanation above, the writer would like to suggest that the next researcher must follow the steps or phases from the experts in designing an interesting video as promotion media. The writer hopes that there will be a great development in designing video by the students of State Polytechnic of Sriwijaya especially English Department.