

## CHAPTER V

### CONCLUSION AND SUGGESTION

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

#### **5.1 Conclusion**

Based on the explanation on the previous chapters, the writer used modified Research and Development Method by Sukmadinata (2005) in designing the video. There are three steps of Research and Development. In the first step was preliminary study, there were literature review, field survey, and draft model. The writer collected all the data from literature study and field survey, then the writer started to design a draft model as the main product.

In the second step was model development. The writer did the field testing in limited testing and wider field testing, then revision to develop the product. The writer asked the experts to give their comments, suggestions and advice. After having some suggestions from the experts, the video was revised in revising step based on the experts suggestion. After being revised, the video was developed as a final product. The last step was final product testing. In this case, the writer informed the product to the examiners, in a final report seminar.

The writer has been done all the steps by Sukmadinata (2005) and concludes that the video can be used as a medium promotion to promote pempek because the video provides information about it and its history which was described in English version. In this case, the writer made this video from the initial idea and then revised by the experts. Therefore, the final video can be used as a media to promote pempek as Palembang traditional food.

#### **5.2 Suggestion**

The writer would like to suggest that the students of State Polytechnic of Sriwijaya follow the steps or phases from the experts in designing an interesting video as media promotion. The writer hopes that there will be a great development in

designing video by the students of State Polytechnic of Sriwijaya especially for English Department students.