

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on explanation above, the writer can conclude that one of the most popular, sought-after content by internet users, and very effective tools in promotion is using video medium. The advantages of video than the other media are the effectiveness of time, cost, easy, fast, without complicated procedures and also it has audio visualizing. So, video can be used as a medium to promote and introduce the existence of *Senjang* art as cultural identity in Musi Banyuasin regency in order could be known both local and foreign people. The *Senjang* video consists of information started from the values and functions, the history, and uniqueness of *Senjang* including the instrument of music, the lyrics of *Senjang* and all about information related to *Senjang*.

In this final report, the writer used Research and Development method modified by Sukmadinata to analyze the data. This method consists of Preliminary Study, Model Development, and Final Product. In literature study the writer found *Senjang* art as cultural identity in Musi Banyuasin, which has many cultural values and functions and found the most popular and effective tools in promotion is using video medium. In field survey, the writer found that *Senjang* need more promotion media. In collecting the data, the writer made a draft model such as design and script. After making a draft, the writer asked some experts to develop the product and did limited testing, wider testing and final product.

5.2 Suggestion

This video is not complete yet, because of lack of cost, time, and legality. The writer did not do dissemination as the last step of research, the writer suggested to improve this video to be better and conduct dissemination. The writer also suggested to next writers especially English Department students at Polytechnic of Sriwijaya to develop their idea, ability, and skill in introducing and promoting the traditional art especially *Senjang* art in Musi Banyuasin in order

can be known both local and foreign people so the traditional art can always be preserved and conserved and surely society will not lost their cultural identity.