

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents the conclusion and suggestion of this final report.

#### **5.1 Conclusion**

From the explanation on the previous chapters, the writer concludes that there are 3 steps in designing a tourism promotional video and writing a narration for video promotion. The following are steps of designing a tourism promotional video and writing a narration for tourism promotional video using Research and Methodology method modified by Sukmadinata (2005). The steps are preliminary study, model development and final product testing. In the first step, the writer found information about D'Matto Millennial Art as the content of narration video, theories about tourism, script and concept of designing video promotion. Then, the writer designed the first draft of narration.

In the second step, the writer did testing to make the product developed. The writer asked for comments from the expert in linguistic and narration video. The linguistic expert stated that there were some structural grammar problems in the narration so the writer should fix the problems. Then the expert of narration video stated that there were some additional information should be added to the narration. The writer followed all the suggestions. In the last step, the writer did final testing product to make a final product. The writer asked for comment from an expert of narration video and design video. The expert stated that the narration video is good enough because that already tested by the second expert in the second step. Then the writer designed final product.

## **5.2 Suggestion**

The writer suggests for people who want to make promotion video of D'Matto Millennial Art. People should also make the narration of the video because the writer found that most of videos are not completed with narration. However, one of interests in a tourism promotional video is the narration of the video.