

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

The writer concludes that in designing this booklet, the writer used three steps of research and development modification: preliminary study, model development and final product testing dissemination. Preliminary study is the first step that writer did. There are three steps in preliminary study such as: Literature study, field survey and model draft. In literature study the writer read some book and journal to find the theoris which related to the product, and then the next step is field survey. In field survey, the writer went to selected tourism destination to take a photo of each tourism destination and analyzed the information in each tourism destination. After collecting the data from literature study the writer continue to model draft step. In this step the writer started to make the draft that would be developed wich consist of table of content, and additional information. After preliminary study, the writer continues to model development. In model development, the writer gave the model draft to some expert to be checked. The writer follow the expert sugest to using 9pt letter and does not use the combination of images, and the writer don use the bold letter as expert sugest. There were two procedures in model development. The first is limited field testing and second is wider field testing. And the last step is final product testing dissemination. It's consist of pre-testing, revision and dissemination. Pre-testing is the last revising steps from larger testing, while dissemination is the writer try to promote the product to society. In this step the booklet was given to Mr Erfandi as a destinations marketing division in Palembang Tourism Office. In this booklet the writer also used marble color combine with gold background because marble color were the color that dominant in Palembang culture, make the design of booklet elegance.

5.2 Suggestions

The writer hopes the next researcher could make the booklet with many languages more than two languages like mandarin, Arabic actually in Asian languages. And in development, the future can be better by a wide audience both local and international. The development in the design is also expected to be known by the author of this booklet, not only in the country but even abroad. As well as in the implementation of this book must be accepted in all society aspect.

Also the Writer suggested for further researchers to also make another booklet of Palembang Great Destination. This is necessary to promote other aspect of Palembang destination as a whole.