

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusion of designing “Palembang Food Street Vlog” and also the suggestions.

5.1 Conclusion

Based on the explanation on the previous chapter, the writer conclude that vlog is one of promotion media that can promote culinary places. Because everyone can easily got the information and viewed in online site like YouTube. For designing a vlog as media to promote culinary place in Palembang, the writer used Research and Development (R&D) method by Sukmadinata. There were three steps of Research & Methodology that the writer used to get good result of designing this vlog. **1. Preliminary Study:** a. *Literature Study*, b. *Field Survey* and c. *Model Draft* **2. Model Development:** a. Limited Testing and b. Wider Testing. **3. Final Product:** Final Product.

The final result of the video is 11 minutes and 08 seconds duration. Besides displaying the visual of night culinary place of Palembang food street, the information in the video was delivered and the text is displayed both in English.

5.2 Suggestion

Based on result of designing a night culinary vlog of palembang street food that has been done. The writer suggest Tourism Department or Cultural Department of Palembang city can use the video to promoting a night culinary place of Palembang food street to the tourist who come to Palembang and local people about the detailed of Palembang food street.

The writer also would liketo give suggestion to the students of English Department of State Polytechnic of Sriwijya as a Hospitality Industry students to develop their idea and skill to maintain their cultural heritage and increase the tourist amount to come to Palembang. Especially to read and look for other infromation about night culinary place of Palembang food street.

