**CHAPTER V**

**CONCLUSION AND SUGGESTIONS**

This chapter presents the conclusion and suggestions of designing Palembang traditional food video as a culinary tourism program.

**5.1 Conclusion**

Based on this research, the writer made videos of Palembang traditional food as a culinary tourism program. The writer used the modification of Research and Development by Sukmadinata (2015). There are three steps of research and development by Sukmadinata, they are preliminary study, model development, and final product.

In editing videos, the writer used adobe premiere cs6. The writer made video of Palembang traditional food in three episodes with the title “*Majo-Majo*” in order to promote and preserve Palembang traditional food. Based on theories of videos, the writer found that a video is a powerful tool for promotion because a video has become easier to use, a video is an imppeccable storytelling medium that allows the viewer to watch and listen to the content, and video is being watched online increase every year. Therefore, this video can be used to promote and preserve Palembang traditional food.

**5.2 Suggestions**

The writer suggests that the report and videos can be developed by other students in writing final report about Palembang traditional food. Moreover, for public, these videos can be used as a an information medium about Palembang traditional food and to love and preserve traditional food because it is an asset of our city.