

## **CHAPTER V**

### **CONCLUTIONS AND SUGGESTIONS**

This chapter explains about the conclusions and suggestions of this final report.

#### **5.1 Conclusion**

The booklet of Gorgeous Palembang destinations can be used as a promotion medium to promote tourism destination in Palembang. For the procedures of designing this booklet, the writer used Research and Development method (preliminary study, model development, and final product testing) which are modified by Sukmadinata (2005). In the preliminary study, the writer followed the three procedures in this method: Literature study, field survey, and model draft. First, in literature study, the writer read some book, journal, and article to get important information about tourism destinations and the procedures of designing a booklet. Second, in field survey, the writer went to tourism destinations in around Musi River to take Photos and short story about Palembang tourism destinations. The last, in model draft the writer make a model draft to make a booklet. The writer used the pastel background color with the gold frame to make the booklet more interesting. In model development, the writer followed the two procedures in this method: Limited testing and Wider testing. First, in limited testing the writer asked comment from 4 experts, there are expert from Design aspect, Languages aspect (English and Indonesian), and Content aspect to correct the first design. After receiving comments the writer revised the design of booklet. Second, in wider testing, the writer asked comment from the 4 experts to correct the revised booklet of the expert suggestion in limited testing the writer. In final product testing, the writer gave the booklet to Mr Erfandi as a destinations marketing division in Palembang Tourism Office to get comments and suggestions about the final design of booklet.

This booklet has 40 pages including cover front and back, table of contents, and tourism destinations information. This booklet made into two languages, there are English and Indonesian language. Then, this booklet gave short story, short information, and pictures about the destination that is around the Musi River,

there are Benteng Kuto Besak, Sungai Musi, Museum SMB II, Jembatan Ampera, Kampung Kapitan, Kampung Al-Munawar, and Pulau Kemaro.

## **5.2 Suggestions**

The writer suggests that the next researcher should find more information about Benteng Kuto Besak, Sungai Musi, Museum SMB II, Jembatan Ampera, Kampung Kapitan, Kampung Al-Munawar, and Pulau Kemaro from other experts. Then, the writer suggests the next researcher could make the booklet with other languages, beside English and Indonesia. So that foreign tourists who are not very well versed in English can read this book using their language. The writer hope the next researcher could make the other media to promote tourism destinations in Palembang. The next researcher could use media social to promote, such as Instagram, Facebook, Twitter, Vlog, Blogger, etc. For students of the English Department, the writer suggested developing their ideas in designing a booklet about Palembang, because Palembang has many tourism destinations.