

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer presents the conclusion and suggestion.

5.1 Conclusion

Five designs of tote bags with the picture and quotes of Mount Dempo, Putri Cave, Air Panas Gemuhak, Ranau Lake, and Candi Bumi Ayu can be used as promotional item medium of tourism objects in South Sumatera. In designing the products, the writer used three steps including, preliminary study, model development, and final product testing step. In the process of designing the tote bags, skills, some knowledge, and other people's opinion and suggestions were needed. First, the writer needs much information and knowledge about the tourism objects and the design progress. Second, the writing skill is needed to write the quotes well. And third, the writer needs the equipment such as the adobe photoshop application, so the writer can make the model draft of tote bags. To develop the model draft, the writer needs some comments and suggestions from the experts in the field of the validation of information, language, and design.

5.2 Suggestions

The writer gives some suggestions to the government to massively promote souvenir as media tourism promotion to attract the tourist and to increase the knowledge and interest in society. One of the media can be used in promoting media destinations is a tote bag. By massively promoting the destination, the destination can be well known by the public, and give income for South Sumatera. Then, for the next researcher should modify the design wherein one side of the tote bags show the complete pictures of all tourism objects icon in South Sumatera and add the picture attractions of each tourism objects in order to promote more about the tourism objects in South Sumatera.