

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

This chapter presents the conclusion of designing a video as promotion media and also the suggestion.

#### **5.1 Conclusion**

Based on the explanation on the previous chapters, the writer concludes that this video can be used as a medium to promote Burai Village. Video is considered more interesting than picture and text, because video combines images, sounds and also effects. In this final report the writer used method of research and development modified by Sukmadinata (2005). There are three steps of R&D, they are **preliminary study, development of product, and final product testing.**

In preliminary study, the writer got some information related to the title. Some information was about Burai Village, promotion media, and video design. The writer also did the interview some experts and observation in Burai Village. For development of product, the writer asked some experts in limited testing and wider testing, they gave comment and suggestion related to video content, language, and video design. Experts' comment and suggestion are needed for developing the video. Finally the writer made the video as the final product. The video gives detailed information that spoken in English language and written in Indonesian language. The information were the location, the distances of Burai Village from the capital of Regency, the transportations to visit Burai Village, the attraction that can be seen in Burai Village, the activity that can be done by the visitors in Burai Village, rest area that are available in Burai Village, and the souvenirs that can be bought by the visitors in Burai Village. The quality of the video format is mp4 with duration about 2 minutes and 39 seconds.

## **5.2 Suggestion**

Based on the explanation above, the writer suggests the Youth, Sport, and Tourism Office of Ogan Ilir regency can use this video to promote Burai Village as tourism destination in Ogan ilir.

The writer also would like to give suggestion to the students of English Department of State Polytechnic of Sriwijaya to use this video to develop their idea, ability, and skill to increase tourists come to Palembang.