

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the previous chapters, the writer concludes that the video can be used as a medium to promote Palembang Traditional Snacks. The video can be used as a means to increase knowledge about Palembang Traditional Snacks. This video consists of the information about Palembang Traditional Snacks such as the general information, the prices and location which sold Palembang Traditional Snacks.

The quality of the video format is HDV with duration about 6minutes and 59 seconds. The writer used Filmora Wondershare as the video editing software. In the information delivered in English Orally and the texts were displayed on the video in English. To attract the viewers, the tagline about variants of traditional market snack in Palembang was inserted and persuasive sentences let together preserve these variants traditional market snack in Palembang was also added in the video.

5.2 Suggestion

Based on the conclusion above, the writer would like to give some suggestions as follows :

1. For the next researcher who is interested to raise about Palembang Traditional Snacks, can develop this research with more variants of Palembang Traditional Snacks that are less popular.
2. The next researcher also can use other alternative language choices beside English Language, to make the video becomes more interesting and make it easier for other viewers to understand the content of video about Palembang Traditional Snacks.