CHAPTER V
CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion of designing booklet of tourism destinations in Palembang and also the suggestions for the usage of the booklet to promote tourism destinations in Palembang.

5.1 Conclusion

From the explanation in the previous chapter, the writer concludes that booklet can be used as the promotion media. Booklet is a small book that contains information about Palembang, such as tourism destinations. Booklet can be used as a media to improve knowledge and can be used as a media to promote tourism destinations to the potential visitors. In designing the booklet, the writer used Research and Development methodology modified by Sukmadinata in designing the booklet (2015). It consists of (1) preliminary study, where the writer compiled the theory about design and making booklet, then the writer did a field survey to compile the information profile about the destination. (2) Product Drafting, where the writer develop the product. (3) Testing, where the writer tested the product to limited and wider testing. The writer also pay attention to aspects of making booklet such as the content, the design and the grammar aspect. The writer used Corel Draw and Canva Application to make design of the booklet.

Based on the research and development conducted by the writer, the content of the booklet is not yet complete, because there are still many tourism destinations that are not mentioned in the booklet. And because of the lack of fund, time, and legality, the writer does not do dissemination as the last step of research and development modification in the booklet.

5.2 Suggestions

There are some suggestions for the next researcher who is interested to raise about tourism destinations in Palembang. First, the writer suggests to contain detail information not only about the story of the destinations. Second, the researcher also can use not only two languages in making booklet but also by use Bahasa and English language to make the booklet more interest and educated the reader.