

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

From the explanation in the previous chapter, the writer concludes that booklet can be used as the promotion media. It can also be a guidance for the tourist and visitors to find the information about Kampung Kapitan because the booklet provides information about Kampung Kapitan, like the location of Kampung Kapitan, transportation, and history of Kampung Kapitan. When tourist want to visit to Kampung Kapitan, they can use the booklet to get information about that place.

In designing the booklet, the writer applied the steps of designing a booklet by using Research and Development modified by Sukmadinata (2005). It consists of preliminary study, development of the product and testing. The booklet has 9 pages of content with English language. The writer used Adobe Photoshop CS5 as the editing software for designing the booklet. In the testing step, the trial book was printed, and given to the three experts to get some revisions. After having the suggestions, the booklet was revised in revising step based on the experts' suggestions. After being revised, the booklet was printed again as the final product. This booklet is expected to be an effective media to promote and inform about Kampung Kapitan especially for the foreign tourist who want to visit Kampung Kapitan.

5.2 Suggestions

Based on the findings, the writer have some suggestion, they are:
First, for the tourism government in Palembang must provide more attraction in Kampung Kapitan. Second, increase more promotion of kampung Kapitan. for example by holding an event, festival, or exhibition. So that tourist can more interest to come to Kampung Kapitan. Third, for the next researcher should complete this

booklet because this booklet is not complete enough. For the last, this booklet should be upgraded in order to be creative, find new uniqueness of Kampung Kapitan and better techniques in taking pictures.