

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the explanation on the previous chapter, the writer can conclude that this booklet can be used as a medium to promote the Songket Craft Center in Palembang. The booklet can be used as a guidance for tourists and visitors to find the information about the Songket Craft Center because the booklet consists of the names of songket craft stores, the addresses, types of songket sold, prices, time of operation, and phone number from each songket stores. The booklet used “art paper” 210 gsm for contents and 260 gsm for front and back covers. The booklet was designed in Microsoft Publisher 2016 with the total 12 of pages. Font size for the cover must be less than 36Pt, the content 11Pt, and the tittle of each Songket craft store 24Pt to make the reader easier to read the booklet. The concept of the booklet was simply elegant, so the writer used the red and gold songket motif as the theme of the songket craft center in Palembang booklet and gold color as font color of the booklet. The last, the writer applied the design concept by using application Microsoft Publisher 2016. The design has been validated by language expert, tourism expert, and design expert. It has been tested by the users and they felt satisfied with the product.

5.2 Suggestion

Based on the results of designing a booklet of Songket Craft Center in Palembang that has been done, the writer suggests each of Songket Craft Stores and Tourism and Cultural Department of South Sumatra to use this booklet to promote Songket Craft Center to the international tourists about the detailed information of Songket Craft Center: the names of songket craft stores, the addresses, types of songket sold, prices, time of operation, and phone number from each songket stores.

The writer also would like to give suggestion to the next researcher to continue this research with local tourists as the target of tourism marketing.