

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Palembang is an old city that has many historical relics. There are many historic destination in Palembang especially on the banks of Musi River. One of them is Rumah Oeng Boen Tjit.

Rumah Oeng Boen Tjit is a heritage house of a famous merchant in Palembang in the 17th century. Rumah Oeng Boen Tjit has been established for 300 years and is still used by the 6th generation without any renovations at all. Inside the house, there are many interesting Chinese carvings that contains a lot of history.

Unfortunately, there are still many of tourists and even Palembang people who do not know about this place. It is important to promote Rumah Oeng Boen Tjit so that more people know about this historic destination.

In this advanced era, the media in promoting a product/service must also adjust to the era especially in the field of technology. The most appropriate media in promoting Rumah Oeng Boen Tjit in this era is social media. Social media is an effective promotion media because it can be accessed by anyone, so that promotion networks can be wider. Social media is an indispensable part of marketing and is one of the best ways to reach a wide range of markets or customers. Social media such as Facebook, Instagram and Twitter have a number of benefits in promoting products, services and destinations compared to using conventional media as a promotion media.

5.2 Suggestion

The writer gives some suggestion to promote Rumah Oeng Boen Tjit in the steps of introducing Palembang destination as follows:

1. Mr. Budiman and Mrs. Ani Srimayanti as the destination management of Rumah Oeng Boentjit should more frequent events at Rumah Oeng Boen Tjit to introduce Rumah Oeng Boen Tjit to people who do not know Rumah Oeng Boen Tjit yet.
2. The tourism department should use more interesting media in promoting Rumah Oeng Boen Tjit such as social media so that there are more readers.

3. Visitors who already know about Rumah Oeng Boen Tjit should join in introducing the beauty of Rumah Oeng Boen Tjit so that more people will know Rumah Oeng Boen Tjit.