

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

There are two things focused in this chapter: conclusion and suggestions. First is conclusion, it explains about conclusion about finding and discussion in this report. Second is the suggestions, it tells about suggestion from the writer to Great Mosque and Mosque of Cheng-ho Palembang to make the better product.

#### 5.1 Conclusion

Based on the writer's conclusion about this report and also the product as the result of the research, the writer concludes that from the discussion, the writer found so many important informations about Great Mosque and Cheng-ho Mosque that might be useful for public which has not been published yet whether partly or as whole.

The information should be presented about Great Mosque and Mosque of Cheng-ho are the attraction of the mosques as religious tourism objects, the facilities, accessibility, their policy and regulation, the management, communication and information media, activities, time acquired to explore the objects, cost estimation, supporting relating service, the tips for souvenir, and documentation of the mosques.

The way to inform it are by explaining the objects in detail, uploading HD pictures, Google+ connect, relating the link, interpersonal communication and updating the information periodically. Meanwhile, the way of promotion itself are by using social media, email marketing, advertising and optimizing the website.

Presenting and delivering information found previously become important to do in fast and easy way (online media) in order to make it is being accepted by public and make religious tourism objects in Palembang is known by all the communities includes international community. Designing the informational website could be done by designing a simple blog first and attach the special features in it as the superiority of the website itself so that it will attract many visitors to visit and read the information from the website.

## **5.2 Suggestions**

The dissemination of information and promotion should be supported by the government in many aspects. The aspects such as; funding or donation, improvement of facilities in destination, infrastructure and also socialization and promotion of the website in various media including the other tourism objects in Palembang. Besides, the government also should encourage and facilitate the programs and activities/events also the promotion of Great Mosque and Mosque of Cheng-ho such as celebrating the good days such as Maulid Nabi Muhammad SAW, *Nifsu Sya'ban* commemoration night, etc or help the administrators in fulfilling the necessity to advance their mosques so that the tourists will be interested to visit Palembang especially religious tourism objects in Palembang.