

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion of designing a video as promotion media and also the suggestion.

5.1 Conclusion

Based on the explanation on the previous chapter, the writer concluded that booklet can be used as the promotion media. Booklet is a small book that contains complete information about some objects and it can be guidance for people to do activities when they come to tourism destinations. As the promotion and guidance, booklet can be used to promote Flower Gardens as new destinations. As the promotion and guidance, booklet can be used to promote Flower Gardens as a new destination in Curup to attract visitors. When people want to come to Flower Gardens, they can use the booklet to get new information about the place.

In designing this booklet, the writer used Research and Development method modified by Sukmadinata (2015) who suggested three stages of R&D: preliminary study, model development and final product testing.

In preliminary stage, writer studied about the concepts or theories related with the product that will be developed. The writer read and saw some journals about the booklet, tourism and the things that need to be considered in designing the booklet such as the way to design and the steps that must be noticed in designing a booklet. The writer asked Mr. Sarwanto about how to design a booklet and the characteristic of booklet. To find out everything about the flower gardens in Curup, the writer asked Mr. Widi, Mrs. Ina, Mrs. Bambang, and also Mrs. Nara. Based on the information from Mr. Sarwanto and the information that the writer got from the articles in journals and books, the writer designed the draft model. The writer used Canva Application and Photoshop for making the booklet design. For the content, the writer chose five flower gardens available in Curup. They are D'Syandana 88 flower garden, Inaya Flower Garden, Beta Agrowisata, Flower Garden of Mas Harun Bastari Lake, and also Lira Flower Garden.

Next, the writer validated the design to the experts in language and booklet design. The comment and suggestion from the experts were used to develop the product. To find out the practicality of the booklet, the writer asked the comment and suggestion from the users. The comment and suggestions from the users were used to develop the product.

Sukmadinata (2005) mentions that for the student who produces final project or thesis in his/her school can stop his/her work after he/she revises his/her work in wider testing step. Based on the statement by Sukmadinata and the lack of time, budget, and legality, the writer stopped her work after she revised her work based on the comment and suggestion from the users and it was considered as her final product.

5.2 Suggestions

It is suggested for the next researcher to continue the research in this area especially discussing about flower gardens that have not been discussed in this current research.

It is also suggested that the government pay more attention to tourism destinations in Curup, especially regarding the Flower Gardens because these destinations are new tourism destinations and need to be improved in terms of facilities and infrastructure.