CHAPTER V
CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

Based on the explanation of the previous chapter, the writer can conclude that the video can be used as a media to promote Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir/ PALI Regency. This video consists of the information about Air Itam Family Park such as the history, the entrance fee, the access, and the attractions that Air Itam Family Park has. For designing a video script of Air Itam Family Park as a tourism object in Penukal Abab Lematang Ilir/ PALI Regency, the writer used the Research and Development (R&D) of Borg and Gall which had been modified by Sukmadinata. There were three steps of Research and Development methodology that the writer used to get a good result of designing a video script. The process started from a preliminary study consisting of literature study, field study, and model draft. Next process is model development consisting of limited testing and wider testing. Last process is the final product.

The duration of the video is 9 minutes 36 seconds. The writer uses Movavi Video Editor as video editing software, the information in this video was delivered and the text was displayed both in English.

5.2. Suggestions

Based on the conclusion above, the writer suggests to the readers to make this report one of references to search for information about tourism objects and in Penukal Abab Lematang Ilir/ PALI Regency, especially Air Itam Family Park. Meanwhile, the writer suggests that Air Itam Family Park can use a video script to promote this park, so that tourists are more interested in visiting the park.