

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

1.1 Conclusions

In copywriting of the e-booklet copywriting writer used five steps. The first step was reading some journals about e-booklet, copywriting, and Sagarurung. The second step was doing observation and interview in Tanjung Kurung village to see the making process of Sagarurung. The third step was writing a draft of e-booklet. The fourth step was doing limited testing and wider testing. In limited testing, there were two experts. The experts gave correction about the linguistics and the content in the e-booklet. In wider testing the writer showed to the experts in limited testing and three random people to ensure the script of e-booklet already proper to be read by the readers. The last step was considering the comments and suggestion as the final product.

1.2 Suggestions

based on the research of writing the script of e-booklet copywriting of Sagarurung to introduce Sagarurung to outside people in PALI regency that has been done, the writer would like to give some suggestions as follows:

1. The future research could make more e-booklet copywriting about traditional food because it would help to preserve the culture as the identity of our country.
2. The writer hope the future research could make a lot of creativity to introduce the traditional food from each area in our country to make people easily to know about it.