

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on explanation above, the writer concludes that the video can be used as a medium to promote the Durian Traditional Market as a culinary tourism destination in Palembang. The video can be used as a guideline for tourists to find the information about durian traditional market. This video consists of the information about durian traditional market such as the explanation about durian traditional market, the price of durian, transportation that can be used in durian traditional market.

The quality of video format is HDV with duration 5 minutes 38 second. The writer used Adobe Premiere Pro as the video editing software. The information of the Durian Traditional Market delivered in English orally and the texts was displayed on the video in Bahasa Indonesia. To attract the tourists, the tagline about the Durian Traditional Market were inserted and persuasive sentences to come and visit durian traditional market were also added in the video.

5.2 Suggestion

Based on the conclusion above, the writer would like to give some suggestion as follows:

1. The management of Durian Traditional Market must improve the facilities, and do more promotion through other media to attract the tourists.
2. The Tourism department of Palembang city should take role in developing this culinary tourism destination to make it popular in Palembang.