

## **CHAPTER V**

### **CONCLUSIONS & SUGGESTIONS**

#### **5.1. Conclusions**

Based on the explanation on the previous chapter, the writer concluded that video is one of promotion media that can promote about Coffee Pagar Alam. Because everyone can easily get the information and viewed in online site like YouTube. For designing a video as media to promote Coffee Pagar Alam, the writer used Research and Development (R&D) method by Sukmadinata. There were three steps of Research and Methodology that the writer used to get good result of designing this video. 1. Preliminary Study :(a). Literature Study, (b). Field Survey, (c). Model Draft 2. Model Development :(a). Limited Testing and (b). Wider Testing 3. Final Product : Final product.

The final result of the video is 5 minutes and 43 second duration. Besides displaying the visual of Coffee Pagar Alam , the information in the video was delivered and the text is displayed both in English.

#### **5.2. Suggestions**

Based on results of designing a documentary video script of coffee Pagar Alam that has been done. The writer suggest the tourism agency of Pagar Alam city use the video to promote about Coffee Pagar Alam to all of people from another city and country who do not know about Coffee Pagar Alam.

The writer also would like to give suggestion to the students of English Department of State Polytechnic of Sriwijaya as a Hospitality Industry students to develop their idea and skill to maintain their cultural heritage and increase the tourist amount to knows about Coffee Pagar Alam.