

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the explanation given in the previous chapter, the writer concluded that this booklet can be used as the promotion medium. It can also be a guidance for the tourists and visitors to find the information about Batik Palembang, because the booklet provides the information about Batik Palembang such as the definition of Batik Palembang, the uniqueness of Batik Palembang, the historical of Batik Palembang, the steps to make Batik Palembang, the motifs of Batik Palembang, the products from Batik Palembang, and the prices of Batik Palembang.

In designing the booklet, the writer applied the steps of designing a booklet by using Research and Development modified by Sukmadinata (2015). It consists of preliminary study, development of the product and testing. The booklet has 20 pages with English language. The writer used Photoshop CS4 as the editing software for designing the booklet.

5.2. Suggestion

Based on the result of designing a booklet of Batik Palembang, the writer suggested the Tourism Department of Palembang city to use the booklet in promoting Batik Palembang and inform the detailed information about Batik Palembang to the people in Palembang and also tourists because it is not popular among them.

The writer also suggested for further researchers to create others promotional media of Batik Palembang to make Batik Palembang more famous to many local and international tourists.