

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion development of research and about booklet design of Griya Kain Tuan Kentang.

5.1 Conclusion

Griya Kain Tuan Kentang has promoted its store by using some media including newspaper, social media, and website. However, according to head of Griya Kain Tuan Kentang, those media are not effective. It is necessary to use another medium, which is booklets. The Booklets can be used as a medium to promote Griya Kain Tuan Kentang because they contain information about Griya Kain Tuan Kentang. In order to write a good booklet, some experts who master in content, *Bahasa Indonesia*, English text and design get involved. The writer hopes this booklet can help the promotion of Griya Kain Tuan Kentang, so it can increase the number of visitors in Griya Kain Tuan Kentang.

5.2 Suggestion

It is recommended for the future researchers to develop this booklet by adding information and pictures about the process of making Kain Jumputan. Kain Jumputan is another beautiful cloth originally from Palembang. However, due to lack of publicity, it has resulted the lack of sales and not many tourists both from local and international know about this cloth. It is expected the publication will increase the sales and popularity of it.