

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

From the explanation in the previous chapter, the writer concludes that booklet can be used as the promotion media. It can also be a guidance for the tourist and visitors to find the information about the Robusta coffee because the booklet provides information about Robusta coffee, like the process of producing Robusta coffee, the history of Robusta, and the location of Alas Coffee store. When tourist want to visit Pagaralam to taste the taste of Robusta coffee or just buy coffee for souvenirs, they can use the booklet to get information about the place of store and coffee that have a good taste through the best process.

In designing the booklet, the writer applied the steps of designing a booklet by using Research and Development. There are ten steps and the writer stop in the seventh step. It consists of potential and problem, data collection, product design, design validation, design revision, product trails, product revision. The booklet has 20 pages of content with English language. The writer used Ibis Paint X as the editing software for designing the booklet. In the testing step, the trial booklet was printed, and given to the three experts to get some revisions. After having the suggestions, the booklet was revised in revising step based on the experts' suggestions. After being revised, the booklet was printed again as the final product. This booklet is expected to be an effective media to promote and inform about Alas Coffee especially for the tourist who want to visit Pagaralam.

5.2 Suggestions

Based on the findings, the writer have suggestion for *Alas Coffee* to increase more promotion through social media or holding an small event for sell and give testing the taste of the product, and also to open their own coffee shop. So, it can make the brand name known. Then, for the next researcher the writer should be upgrad this booklet in order to be creative and better techniques in taking pictures.