

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

There were several conclusions that the author concluded. Taman Botani Baturraden as a tourist attraction has to maintain its performance through facilities and amenities. Not only that, the tourist attraction should implement their theme as they brought. It is important to carry out because the visitors must leave the tourist attraction by bringing the experience from the inside. Moreover, Taman Botani Baturraden does not have a booklet previously. The visitors came to Taman Botani Baturraden only to walk around and get nothing. Whereas, Taman Botani Baturraden brought the theme of education with the tagline “Sinau Maring Alam, Ora Bakal Nggawe Kowe Gela”, which means that if we learn from nature, it will not make you disappointed. It means Taman Botani Baturraden does not implement the theme and tagline they have brought.

The author created the Taman Botani Baturraden booklet with the purpose of creating a learning media. This learning media is to implement the tagline of Taman Botani Baturraden. The author considered the content of the booklet. So, it only contained information about plants that existed in the greenhouses of Taman Botani Baturraden. Besides that, the design also paid attention by the author due to catch visitors' attention.

Clean design made it simple and readable starting from kindergarteners until foreign tourists. The booklet also contained pictures and some elements that supported the visual of the booklet.

B. Suggestions

From the activities and obstacles that were done, the author has some suggestions for Taman Botani Baturraden as a way of refinement. The suggestions are based on the experience of the author. It can be accounted for improving the performance of Taman Botani Baturraden.

Related to the identity, Taman Botani Baturraden was good to have a logo. However, Taman Botani Baturraden does not have trademark color, typography, and font. It is important to have brand identities such as trademark color, typography, and font because it created characteristics of the brand. It could make things easier, such as making a booklet, content, banner, or short video. Thus, Taman Botani Baturraden should determine their trademark color, typography, and font in order to have a firm brand identity. On the other hand, there were lots of withered plants. Taman Botani Baturraden should treated the plants well and gentle in order to facilitate the best for visitors.