

## **CHAPTER V CONCLUSION AND SUGGESTION**

### **A. Conclusion**

Train is one mode of transportation that is widely used by local and foreign tourists. Lack of information about train stations is one of the main problems, this information gap can cause confusion and inconvenience for passengers. Therefore, creating bilingual leaflets is expected to convey information to local and foreign passengers because it includes both Indonesian and English languages, and can increase the number of train users. Choosing a bilingual leaflet with a minimalist concept and compacting the existing information is essential to facilitate the local and foreign tourists getting information at the train station.

### **B. Suggestion**

When creating a leaflet, there are several important considerations to keep in mind. Firstly, it is crucial to prepare a variety of ideas, including both content and design, to ensure the leaflet is engaging and relevant. Identifying the target audience and understanding the key message to be conveyed is the next essential step. The leaflet should begin with a catchy and informative headline that immediately captures attention. It is important to keep the sentences short and clear, focusing on the main benefits and features of the product or service. Using simple and direct language will help ensure that the message is easily understood by the audience. Additionally, incorporating visually appealing design elements, such as high-quality images, bullet points, and consistent fonts, can enhance the attractiveness and

readability of the leaflet. These combined elements contribute to the creation of a professional leaflet that effectively communicates the intended message.

To enhance the effectiveness of creating a leaflet for PT KAI, several key considerations must be addressed. The process should begin with brainstorming a variety of content and design ideas that are aligned with PT KAI's services and the preferences of its audience. Identifying the target audience is essential to ensure the leaflet resonates with potential customers. The leaflet should feature a captivating headline that immediately captures attention, followed by concise and straightforward language that highlights PT KAI's unique services and benefits, such as reliable transportation and scenic routes. Visually appealing elements, including high-quality images of trains and the destinations served by PT KAI, along with bullet points to clearly outline key features, are crucial for enhancing the leaflet's appeal and clarity. Consistency in design, including the use of appropriate fonts, colors, and layout, is vital for maintaining a professional appearance and ensuring easy readability. Lastly, the leaflet should include a clear call to action, encouraging readers to visit PT KAI's website, book tickets, and engage the company on social media for further information. By adhering to these steps, PT KAI can produce a compelling leaflet that effectively communicates its offerings and successfully engages its target audience.