

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The new flyer design is expected be able to reflect the spirit of RRI as a public media that was modern, inclusive, and close to the community. It is not only to display information on RRI's programs and services, but also to become a branding medium that strengthened the institution's identity. The selection of colors, typography, layout, and the use of illustrations or photos had to pay attention to aesthetics and readability, while remaining in line with RRI's values and mission.

Visual and text content had to be able to convey messages in a concise yet interesting manner, so that they were easily understood in a short time. With a fresh and communicative design approach, this flyer became an effective tool to strengthen public engagement with RRI's programs and activities.

B. Suggestion

During the internship at RRI, there were several suggestions that could help RRI to grow. One suggestion was to provide more training sessions on broadcasting skills, such as how to write news scripts, how to conduct interviews, and how to speak clearly. This would help the interns gain more in-depth knowledge about radio and the broadcasting industry.

Another suggestion was to involve interns more in real-life activities, such as joining live programs, helping with event coverage, or assisting with content production. This experience would be valuable for students to develop their skills and better understand how RRI works as a public media organization.