

CHAPTER V

CONCLUSIONS & SUGGESTIONS

The present writer agrees that brochures are very effective in promoting products and services since it contains information and is attractive to the customers. Nowadays, many brochures are appealing not only because of the pictures or layout but also because of the word effect. Therefore, to create an appealing travel brochure, it is better to focus on choosing the types of words and to arrange the chosen words effectively into good, relevant sentences.

The types of words used in brochures are preferably simple, clear and appealing. There is no use of inputting high-ranking vocabularies since not all of the readers will understand the words' meanings. One type of words which are preferably used in travel brochures is "buzz words", as these words are very simple and familiar to hear. Moreover, "adjective" is also believed to be the most useful parts of speech, since it can describe the products or service well.

Based on the result of the research in this term paper, there are three most effective techniques of writing travel brochures, which are the basic techniques that should be known by each advertising writers. The first technique is to write your point directly as you start writing. The second one is to use short and common words.

From the result of the questionnaires, most people are attracted to look at short, clear and informative brochures. They usually do not have much time to look at long and flowery brochures. This means, the shorter and the more unique the words or sentences are, the more effective they are. Last of all, it is advisable to use images since they are also worth a thousand words.

She also agrees that imagination and creativity are the skills that should be owned by every brochure creator. These skills are important to make each brochure unique. Therefore, professional brochure creators especially in Indonesia should improve the use of their imagination and creativity in creating their brochures.

The present writer finds that PT. Bayu Buana's brochures are appealing, but it would be better if they pay more attention to its words effect than its pictures. Should the brochure's creators use their creativity and imagination to choose the best types of words and to arrange the words into good, unique sentences; it will be more appealing to the readers.

From this research, finally the present writer understands and agrees that to create an appealing travel or tourism brochure, it is necessary to have good techniques of writing and the ability to choose suitable types of words for the brochure.

