

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

Boon Pring is an ecotourism site that has abundant natural potential but is still considered undervisited, especially after the covid-19 pandemic hit the world for a few years. Therefore, I intend to help promote Boon Pring by suggesting icons that represent Boon Pring ecotourism and creating a script for the icons to talk and tell people about their homeland.

Since Boon Pring's biggest potential is their natural potential, I intend to focus on introducing Boon Pring's natural potential using storytelling/dialogue between the icons. By using storytelling/dialogue between the icons, hopefully, the result of the creative project can be more interactive with the readers and can attract them to visit Boon Pring ecotourism.

The creative project is delivered in the form of a bilingual script (Indonesia and English) that contains dialogues between two icons Bam (a bamboo icon that represents Boon Pring's Bamboo potential) and Nyu (a water drop icon that represents Boon Pring's springs potential). Bam and Nyu will invite the readers on a walk together while chatting and giving information about Boon Pring.

In the process of writing the project, I encountered some difficulties, such as a wide range of topics, difficulty in determining where to commence, managing the plot and creating the flow of the dialogue. However, I managed to overcome those problems by focusing the topics on the main purpose of the project (introducing Boon Pring's natural potential), creating 'light' dialogue as breaks between topics, and reordering some topics to fit the flow of the dialogue.

Finally, the result of this creative project will be given to Boon Pring marketing team to be used for their marketing material. I hope that the creative project can be useful for Boon Pring ecotourism in promoting their potential.

## **5.2 Suggestions**

From experience during the writing process of the creative project, I have some suggestions for people who want to do a similar project in the future. The first suggestion is to plan the project in more detail beforehand. This will help prevent changes in the plot, confusion about the character's turn to speak, and other difficulties that may be encountered during the writing process. Creating a detailed plan for the project will not reduce the flow of creativity, instead, any new ideas coming up during the process can be added as a piece of additional information within the topic being discussed.

The second suggestion is to research more about 'light' dialogue or jokes that can be added as a break between the topics. Light dialogue is important to prevent the readers from getting bored while reading the information. Furthermore, creating a plan on when/where to put the dialogue break will be better for predicting what/how much is needed for the project or how the result will look.