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## CHAPTER V

### CLOSING

#### 5.1. Conclusion

After a journey of theoretical literature studies and data collecting about destination branding and Semarang Chinatown, it can be concluded that:

1. Developing a process of building the suitable destination branding for Semarang Chinatown can be closely linked to opening up the gate for people to access the cultural heritage of Semarang Chinatown easily. The destination branding highlights the important matter that Semarang Chinatown has to offer and packed them in a visually-delightful manner without losing its fundamental values as a legacy from the ancestors.
2. The visualization which was extracted from the most quintessential elements of Semarang Chinatown is enough to influence the interest of people, it describes the atmosphere and core messages so it propels people's interest to visit Semarang Chinatown and savor the oriental richness. Everything is done by developing the most suitable visual elements of layout, typography, illustration, and color selection with the focus of delivering the oriental, festivity, and lively atmosphere and ambiance.
3. One of the hard times that the author was facing was having to set the right mind with all the defense examiners about the use of supergraphics. Between the formal and informal supergraphics. But at the end of the day, it was already

resolved. The author learned something, that is about using the right amount for supergraphic to make sure the identity is more likely to be united and misunderstanding doesn't happen anymore.

## **5.2. Suggestions**

The making of destination branding for Semarang Chinatown takes quite a long process. To maintain the progress, always keep a time-table or to-do list to stay on track especially during data-collecting process. By doing a field observation, the author was required to immerse in the experience of living in Chinatown for a determined amount of time, from early in the morning until the sun sets. Making documentation, conveying conversations with the locals, walking from one alley to the other winding alley and experience Semarang Chinatown furthermore. This kind of method of data collecting will take time. But as long as the author uses the time wisely, there are solid chances that the author will find the data on time to further proceed to other step of the observation. The design process takes a fairly long amount of time, the process of obtaining the most suitable graphics also take time. One of the things that should be prepared is our well-being. When our well-being is maintained and taken care of, ideas and the feeling of contentedness and happiness will overflow. The author had faced a moment of dissatisfaction and creative block that keeps the author's performance from progression. After a series of meditation and resting, the author was able to come back stronger and continue a solid journey thus, resulting tremendous amount of progression. One of the things that sometimes forgotten by fellow Final Project fighters is that they forget to reconnect with their deepest beings and always keeping a protracted attitude.

Sometimes a setback can launch you far forward, so therefore, the author encourages anyone who is attempting to re-make the branding for Semarang Chinatown or anyone who is currently preparing to engage in this priceless experience of conducting a Final Project in Multimedia Nusantara University. No matter what the topic will be, always ask guidance from the supervisor, fellow Final Project fighters, and your deeper self. Ask what you want, elaborate your thinking, listen to some good music which keeps you focus and build up the mood, and sleep. Sleeping will allow your subconscious mind to generate important ideas, at least that's what the author has done to regain her strength and ideas. To top it all of, consistency is the ultimate quality that anyone needs to have to tackle this Final Project. Using the time given wisely helps finishing the final project on time, when it is supported with the honed skillset, it will create a perfect combination.