

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the whole description and discussion about “The Process of “Koleksi” Section In *Olga! Girls Magazine*”, it can be concluded that the production process of publishing a “koleksi” section in *Olga! Girls Magazine* involves some steps to conduct as the following:

1. Meeting content, the topics which will be applied for the following edition should be discussed first by the all editors in the meeting content forum.
2. Browsing runway photo, the lifestyle editor will google the runway photos in the internet and she tries to find ample numbers of pictures and she will choose the best pictures among all.
3. Stuffs hunting, to find the stuffs, the lifestyle editor should check out the partner boutiques in Jakarta and Semarang.
4. Taking photo session, the clothes should be captured with a high resolution camera and a proper lighting system in the studio of *Olga! Girls Magazine*.
5. Taste editing, the Editor in-chief will select the appropriate and inappropriate pictures based on the *Olga! Girl Magazine* requirements.
6. Mixing and matching, mix and match the clothes and accessories so that they could fit with the runway pictures

7. Designing the title, the editor should decide the title which is going to be attached on the corresponding pages and articles.
8. Attaching tag line, editor should make a tagline (lead) in order to support the title.
9. Labeling, the editor is labeling the stuff with the name of the clothing, the shops/boutiques and the price range.
10. Designing graphic concept, the lifestyle editor's task is to communicate the graphic design to the art division's staffs.
11. Reviewing, this activity is done to improve the quality and the performance of the team.

4.2 Suggestion

After the writer experienced real job training in a magazine company and observed directly the activities of production process at *Olga! Girls Magazine*, the writer would suggest:

1. In order to make the production process more effective, *Olga! Girls Magazine* should provide the lifestyle editor an assistant to help the whole process of "koleksi" section.
2. *Olga! Girls Magazine* should be more creative in choosing the stuffs for "Koleksi" section.
3. *Olga! Girls Magazine*, especially in redactor division, should have more employees to handle the deadline time.
4. University should give bigger chances for the students to study journalism.