

FINAL REPORT
THE COPYWRITING OF MELEMANG E-BOOKLET AS A
CULTURAL TRADITION FROM MUARA ENIM REGENCY



This final report is written to fulfill one of the requirements for Diploma III
English Department at State Polytechnic of Sriwijaya

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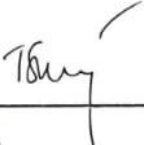
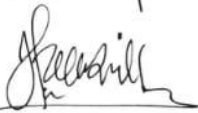
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ABSTRACT

*The Copywriting of Melemang E-Booklet as Cultural Tradition from Muara
Enim Regency*

(Novia Tri Andini, 2021, 34 pages)

The title of the final report is The Copywriting of Melemang E-Booklet as Cultural Tradition from Muara Enim Regency. The purpose of this final report is to know how to write copywriting e-booklet that contains information about Melemang as a cultural tradition from Muara Enim Regency. The methodology of this research is Research and Development by Sukmadinata (2005), they are : (1) Preliminary study, (2) field survey and (3) draft model. The first research step: research and information collection. Second, development step consisted of planning, developing, testing, revising, and producing final product, Based on the finding, the writer made a script of e-booklet of Melemang as cultural tradition from Muara Enim Regency. The script was created by the writer with some corrections and suggestion from the experts. It is concluded that the e-booklet may give information to the readers about Melemang as cultural tradition from Muara Enim regency and can be used as a media to promote Melemang as cultural tradition from Muara Enim regency.

Keyword: Melemang, Karang Raja village, Muara Enim Regency

ABSTRAK

The Copywriting of Melemang E-Booklet as Cultural Tradition from Muara Enim Regency

(Novia Tri Andini, 2021, 34 halaman)

Judul dari laporan akhir ini adalah *The Copywriting of Melemang E-Booklet as Cultural Tradition from Muara Enim Regency*. Tujuan dari laporan akhir ini adalah untuk mengetahui cara menulis copywriting e-booklet yang memuat informasi tentang Melemang sebagai tradisi budaya dari Kabupaten Muara Enim. Metodologi dari penelitian ini, yaitu Penelitian dan Pengembangan dari Sukmadinata (2005), yaitu : (1) studi pendahuluan, (2) studi lapangan dan (3) model draf. Langkah penelitian pertama: penelitian dan pengumpulan informasi. Kedua, langkah pengembangan yang berisi perencanaan, pengembangan, tes, revisi, dan memproduksi produk akhir. Berdasarkan penemuan, penulis membuat skrip e-booklet Melemang sebagai tradisi budaya dari Kabupaten Muara Enim. Skrip dibuat oleh penulis dengan beberapa koreksi dan saran dari para ahli. E-booklet ini juga mungkin memberikan informasi kepada para pembaca tentang Melemang sebagai tradisi budaya dari Kabupaten Muara Enim dan dapat digunakan sebagai media untuk mempromosikan Melemang sebagai tradisi budaya dari Kabupaten Muara Enim.

Kata kunci: Melemang, Desa Karang Raja, Kabupaten Muara Enim

PREFACE

Alhamdulillahirobbil 'alamin. Praise to Allah SWT, the Almighty for the mercy and strength so that we could finally finish this report. Invocation and peace go to Muhammad SAW, the Prophet, his family and his disciples. May Allah bless them and give them peace.

Furthermore, the writer would like to thank Mrs. Dra. Murwani Ujihanti, M. Pd. And Mr. Herman, S.Pd., M.Pd as the advisors who have provided guidance and direction during the writing of this final report. The title of the final report is "The Copywriting of Melemang as Cultural Tradition from Muara Enim Regency". This final report is written to fulfill the requirement of graduation requirements at English Department in State Polytechnic of Sriwijaya.

Finally, the writer realizes that this final report is still far from being perfect, therefore the writer expects constructive and motivating criticism and suggestions from readers for this final report. I hope that this final report can be useful and give more information about Melemang as cultural tradition from Muara Enim regency.

Palembang, July 2021

The writer

MOTTO AND DEDICATION

'WHATEVER TEARS YOU
APART, DON'T LET IT
BREAK YOUR HEART.'

Dedicated to :

- ♥ *My beloved mother and father*
- ♥ *My beloved brothers and sister*
- ♥ *My big family*
- ♥ *My beloved advisors*
- ♥ *My beloved friends*
- ♥ *Me, myself, and I*

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TABLE OF CONTENTS

APROVAL SHEET	ii
ABSTRACT	iv
ABSTRACT IN BAHASA INDONESIA	v
PREFACE	vi
MOTTO AND DEDICATION	vii
ACKNOWLEDGEMENT	viii
TABLE OF CONTENTS	x
TABLE OF FIGURE	xii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	3
1.3 Problem Limitation	3
1.4 Research Purpose	3
1.5 Significant of Study	3
CHAPTER II LITERATURE REVIEW	4
2.1 Culture	4
2.2 Tradition	4
2.3 Copywriting	5
2.4 Electronic Media	5
2.5 Booklet	6
CHAPTER III RESEARCH METHODOLOGY	8
3.1 Research and Development Method	8
3.2 The Stages of Research	9
3.2.1 Preliminary Study	9
3.2.1.1 Literature Study	10
3.2.1.2 Field Study	10
3.2.1.3 Product Drafting	13
3.2.2 Model Development	13
3.2.2.1 Limited Testing	14
3.2.2.2 Wider Testing	15
3.2.3 Final Product Testing	15
CHAPTER IV FINDINGS AND DISCUSSION	16
4.1 Preliminary Study	16

4.1.1 Attention	17
4.1.2 Interest	18
4.1.3 Desire	18
4.1.4 Action	19
4.2 Model Development	24
4.2.1 Limited Testing	25
4.2.1.1 Content Review	25
4.2.1.2 Linguistic Review	26
4.2.1.3 Design Review	28
4.2.2 Wider Testing	30
CHAPTER V CONCLUSION AND SUGGESTION	33
5.1 Conclusion	33
5.2 Suggestion	33
REFERENCES	35

TABLE OF FIGURES

Chart 3.1 The steps of Research and Development by Sukmana (2005).....	9
Chart 4.1 The first abstraction of R&D Stages of Sukmana (2005) and The stages of Copywriting of Arrouf (2018).....	16
Table 4.1 Information about Melemang	17
Chart 4.1 The second abstraction of R&D Stages of Sukmadinata (2005) and The Stages of Copywriting of Arrouf (2018).....	25
Table 4.2 Language review of limited testing	26
Figure 4.1 Title page before the revision	28
Figure 4.2 Title page after the revision	29
Figure 4.3 Preface page before the revision	29
Figure 4.4 Preface page after the revision.....	30
Figure 4.5 Table of contents page before the revision.....	31
Figure 4.6 Table of contents page after the revision.....	31
Figure 4.7 Page of pictures.....	32