

FINAL REPORT
DESIGNING AN E-BOOKLET TO PROMOTE *DAPUR CINTA*



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

BY

REUNI HANDAYANI
061830900742

STATE POLYTECHNIC OF SRIWIJAYA
2021

FINAL REPORT APPROVAL SHEET
DESIGNING AN E-BOOKLET TO PROMOTE DAPUR CINTA




By:

Reuni Handayani
061830900742


Palembang, August 2021

First Advisor



Dra. Risnawati, M.Pd
NIP 196804011994032001

Approved by:

Second Advisor


Koryati, S.Pd., M.Pd
NIP 198108312005012003

Acknowledged by:
Head of English Department


Dr. Yusri, S.Pd., M.Pd
NIP 197707052006041001

APPROVAL SHEET OF EXAMINERS
DESIGNING AN E-BOOKLET TO PROMOTE *DAPUR CINTA*

Reuni Handayani

The Final Report by:

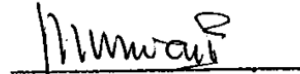
061830900742

Examiners

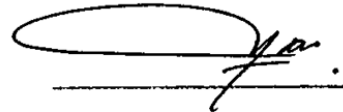
Approved by:

Signature


Dra. Murwani Ujihanti, M.Pd
NIP 195902171987032001



Dr. Welly Ardiansyah, S.S., M.Pd
NIP 197408172006041001



Drs. Zakaria, M.Pd
NIP 196408122000031002



ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2021

ABSTRACT

Designing An E-Booklet to Promote *Dapur Cinta*

(Reuni Handayani, 2021: 56 pages, 4 tables, 30 figures)

This final report is aimed to design an e-booklet to promote Dapur Cinta. The purpose of this final report is to explain how to design an e-booklet to promote Dapur Cinta. This study is hoped to provide new information and knowledge about Dapur Cinta. The problem is how to design e-booklet to promote Dapur Cinta. In this final report, the writer used research and development by simplifying Sukmadinata's (2019) research and development method. For making e-booklet, the writer used steps in making e-booklet from Jani (2017). The e-booklet was designed by the writer and then it was given to the experts. After having revision from the experts, e-booklet was considered as final report. This final report has explained the steps in designing an e-booklet to promote Dapur Cinta. This e-booklet entitled "Dapur Cinta" consists of 19 pages in Indonesian and English. The result shows the e-booklet can be used as medium to promote Dapur Cinta. The writer suggests to the next researchers continue the research until product testing to see the effectiveness of the product made.

Keywords: *e-booklet, research and development, preliminary study, model development*

PREFACE

First of all, the writer would like to express the gratitude to Allah swt. for the blessing to finish this final report with the title “Designing an e-booklet to promote *Dapur Cinta*”. This final report is written to fulfill the requirement of final report project in English Department of State Polytechnic of Sriwijaya.

The writer also would like to thank to everyone who helped the writer to finish this final report, especially for the writer’s advisors who have given much suggestion, support, and time. The writer also realize that this final report is still far from being perfect, but the writer welcomes any suggestion to make this final report is better. Finally, the writer hopes this final report will be useful for the readers.

Palembang, July 2021

The Writer

ACKNOWLEDGEMENT

The writer would like to express her deepest gratitude to the entire participants for their advice and valuable guidance during writing this final report. In this chance, the writer would like to thank to:

1. My beloved parents for making me and my young brothers as the top priority in their life. I am kind of proud daughter.
2. My young brothers for always reminding me that I have to fight.
3. My advisors, Drs. Risnawati, M.Pd and Koryati, S. Pd., M.Pd who have patiently guided and given endless supports and valuable contribution during writing this report.
4. Dian Padwika for being my best housemate, sister, and friend since senior high school, and genuinely giving me advice and support.
5. Fitria for being a kind-hearted friend. And for the sincere support and wise advice since the day 1 at English Department.
6. My beloved friends in 6BB class, especially Arum, Kei, Siti, and Tenti for helping me revising my final report.
7. All lecturers who have given me support in finishing this final report.
8. All the interviewees who have given the valuable information, and suggestions for developing the product.
9. I thank myself for always getting up, for all the hard works, and for believing that I deserve to live.

MOTTO AND DEDICATION

Motto:

“Make it happen and shocked everyone”

This final report is dedicated to:

Allah swt.

Prophet Muhammad saw.

Myself

My Parents

My Brothers

My lecturers

My Friends

State Polytechnic of Sriwijaya

English Department

TABLE OF CONTENT

FINAL REPORT APPROVAL SHEET	ii
APPROVAL SHEET OF EXAMINERS	iii
ABSTRACT	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
MOTTO AND DEDICATION	vii
TABLE OF CONTENT	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
1.1. Background	1
1.2. Problem Formulation.....	3
1.3. Purpose	3
1.4. Research Benefits	3
CHAPTER II LITERATURE REVIEW	4
2.1. Promotion	4
2.1.1. Definition of Promotion.....	4
2.1.2. Aims of Promotion.....	4
2.1.3. Function of Promotion	5
2.2. Electronic Media	6
2.3. E-Booklet.....	6
2.3.1. Definition of E-Booklet	6
2.3.2. Advantages of E-Booklet.....	7
2.4. Design.....	8
2.4.1. Elements of Design.....	8
2.4.2. Principles of Design.....	9
2.5. How to Make An E-Booklet.....	10

CHAPTER III RESEARCH METHODOLOGY	12
3.1. Method of Research.....	12
3.2. Stages of Research.....	13
3.2.1. <i>Studi Pendahuluan</i> (Preliminary Study)	14
3.2.2. <i>Pengembangan Produk</i> (Model development)	16
CHAPTER IV FINDINGS AND DISCUSSIONS	19
4.1. Findings	19
4.2. Discussion	21
4.2.1. Preliminary Study	21
4.2.2. Field Survey	21
4.2.3. Arranging Model Draft	22
4.2.4. Product Development	42
4.2.5. Export E-booklet for Web.....	55
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	56
5.1. Conclusions	56
5.2. Suggestions.....	56
REFERENCES.....	57

LIST OF TABLES

Table 4. 1 E-booklet Text Structure and Materials	22
Table 4. 2 Incorrect and Revised Indonesian Sentences in Limited Testing	45
Table 4. 3 Incorrect and Revised English Sentences in Limited Testing.....	45
Table 4. 4 Incorrect and Revised English Sentences in Wider Testing	53

LIST OF FIGURES

Figure 3. 1 Step of R&D Methods Developed by Sukmadinata (2019)	13
Figure 3. 2 The Stage of R&D (Sukmadinata, 2019) and The Stages of Making An E-booklet (Jani, 2017).....	14
Figure 4. 1 First Abstraction of R&D (Sukmadinata (2019) and Stages of Making An E-booklet	19
Figure 4. 2 First Abstraction of R&D (Sukmadinata (2019) and Stages of Making An E-booklet	20
Figure 4. 3 First Draft of Cover Design	30
Figure 4. 4 First Draft of English Preface Design.....	31
Figure 4. 5 First Draft of Indonesian Preface Design	31
Figure 4. 6 First Draft of Table of Content Design.....	32
Figure 4. 7 First Draft of History Design.....	33
Figure 4. 8 First Draft of Vision Design	34
Figure 4. 9 First Draft of Location, and Transportation Design	35
Figure 4.10 First Draft of Facilities Design	36
Figure 4.11 First Draft of Menu and Prices Design	37
Figure 4.12 First Draft of Nine Traditional Cakes Design.....	37
Figure 4.13 First Draft of 12 Traditional Cakes Design	38
Figure 4.14 First Draft of Pempek Design	38
Figure 4.15 First Draft of Soupy Food Design	39
Figure 4.16 First Draft of Daily Menu Design.....	40
Figure 4.17 First Draft of Opening Hour and Social Media Design.....	41
Figure 4.18 First Draft of Writer's Profile Design.....	42
Figure 4.19 Second Draft of Cover Design.....	46
Figure 4.20 Second Draft of History Design	47
Figure 4.21 Second Draft of Facilities Design-Huts, and Boat	48
Figure 4.22 Second Draft of Facilities Design-Prayer Area, and Live Music and Karaoke	48
Figure 4.23 Second Draft of Facilities Design-Photo Spot and Water Tour	49
Figure 4.24 Second Draft of Facilities Design-Water Tour.....	49
Figure 4.25 Second Draft of Daily Menu Design	50
Figure 4.26 Third Draft of Preface Design	51
Figure 4.27 Third Draft of Location and Transportation Design.....	53
Figure 4.28 Third Draft of Vision Design.....	54