

**THE EFFECTIVE PROMOTIONAL MEDIA USED IN SULTAN
MAHMUD BADARUDDIN II MUSEUM**



**This report is written to fulfil one of the requirements of finish Diploma III
Education accomplishment at English Department of State Polytechnic of
Sriwijaya**

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**STATE POLYTECHNIC OF SRIWIJAYA
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APPROVAL SHEET
FINAL REPORT
THE EFFECTIVE PROMOTIONAL MEDIA USED IN SULTAN MAHMUD
BADARUDDIN II MUSEUM



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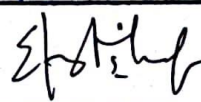
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STATE POLYTECHNIC OF SRIWIJAYA

2021

MOTTO AND DEDICATION

MOTTO

"Stop Dreaming & Start Doing"

"Do the Best & Pray"

DEDICATION

This final report is dedicated to:

Allah SWT

My Beloved Parents

My Brothers and My Younger sisters

My Beloved Family

My Lecturers at the English Department in Polytechnic of Sriwijaya

My Friends

My Amd.Li degree

PREFACE

Alhamdulillahirabbil'alamiin. All praises due to Allah SWT, the lord of the world and the Master of the day after, who has given me the spirit and courage to complete my final report and my study at State Polytechnic Sriwijaya. Secondly, peace and salutation be upon the messenger of Allah, Muhammad SAW, his families, his companions, and his followers. The writer expresses the highest gratitude to Allah SWT for blessing, love, opportunity, health, and mercy to complete this undergraduate final report entitled "The Effective Promotional Media Used in Sultan Mahmud Badaruddin II Museum", this report was written to meet the curriculum requirements of the Diploma III of Sriwijaya State Polytechnic.

The writer would like to thank all those who have supported me in completing this final report, especially for Mr. Drs. Zakaria, M.Pd and Mrs. Darmaliana, S.Pd, M.Pd who have provided many suggestions and time to the writer to complete this report.

The writer considers this end is far from perfect, this is due to the limited time, budget, ability and knowledge that the writer needs to write this report. For this reason, the author expects to be able to provide suggestions and criticisms to support the final report.

Palembang, July 2021

The Writer

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ABSTRACT
THE EFFECTIVE PROMOTIONAL MEDIA USED IN SULTAN MAHMUD
BADARUDDIN II MUSEUM

(Sulaiman Bin Salamat, 2021: 30 Pages, 1 table, 2 picture and 1 chart)

This research was aimed to produce what are the effective promotional media used in Sultan Mahmud Badaruddin II Museum. The method applied was qualitative method by Creswell (2007). There were the head of Sultan Mahmud Badaruddin II Museum, two staff and a guide in the Sultan Mahmud Badaruddin II Museum participant who participate in this research chosen using observation and interview approach. The data were collected through Observation and Interview. The observation was to observe location of Sultan Mahmud Badaruddin II Museum and the interviews were conducted to find what are the effective promotional media used in Sultan Mahmud Badaruddin II Museum. The findings revealed that the effective promotional media used by the museum were promotion by using social media (Instagram & Facebook) and other promotion (Museum Visit School, Cooperation with Tour and Travel agencies and Exhibition).

Keyword: Promotion media, Sultan Mahmud Badaruddin II Museum.

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Surat Izin Pengambilan Data KESBANGPOL
Surat Izin Pengambilan Data Dinas Kebudayaan
Data Rekapitulasi Pengunjung Museum SMB II 2018
Data Rekapitulasi Pengunjung Museum SMB II 2019
Data Rekapitulasi Pengunjung Museum SMB II 2020