FINAL REPORT

THE NECESSITY OF DESIGNING THE BROCHURE ABOUT "PEMPEK" - PALEMBANG TRADITIONAL FOOD

This report is written to fulfill the requirement of final report subject at English Department

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ABSTRACT

The brochure is one of promotion media for tourism objects. It can give the information; it can persuade; and it can influence the consumers in making the decision to buy the products or service offered. The complete brochure about pempek is still hard to find, and therefore this brochure was made by the writer to facilitate the tourists to find out all information related to pempek. The information start from history, recipes, kinds, and location of outlets pempek in Palembang. This brochure design can be done using CorelDraw X3.The thing that must be considered while designing is the selection of words. It should be brief and clear, using the image of our own to avoid plagiarism, giving attractive colors and include the identity of the company. Creating a brochure is a difficult thing, but it looks easy. The procedures are: setting the page size, providing basic color by means of the rectangle tool in choosing color, putting enough pictures by clicking CTRL + I, testified posts by using the text tool. The weaknesses of this brochure are: it takes too large memory, its color is not accurate with the appearance on computer, and it is still using the lowest version of corelDraw. On the other hand, this brochure is also very strong: it contains complete information about pempek. It has clearly pictures and it is very easy to follow by beginner. So, for the next writer who wants to design a brochure for tourism they should have to learn about it first and use CorelDraw X6 or X7.

Keywords: Graphic Design, Brochure, Palembang Traditional Food, Pempek

PREFACE

First of all, the writer would like to say thanks to ALLAH SWT for the mercy that given to her in finishing this final report on time. She also would like to express the warmest gratitude to the noble prophet Muhammad SAW, for warning and reminding every kindness or fault occurred. Eventually, this report is written to fulfill the requirement for Diploma III of English Department at State Polytechnic of Sriwijaya, entitled "The Necessity of Designing the Brochure about "Pempek"- Palembang Traditional Food".

The writer realizes that this report is still far from being perfect. Therefore comments and suggestions from all sources are welcome. The writer expects this final report can give advantages and more knowledge about how to design the brochure about "pempek" - Palembang traditional food.

Palembang, 01 July 2014

The Writer

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