

**THE COPYWRITING OF BENTENG 89 AGROTOURISM WEBSITE TO  
PROMOTE BANYUASIN REGENCY TOURISM OBJECT**



**This Proposal of Final Report is submitted to fulfill one of the requirements  
to complete**

**the Diploma III Degree of English Department  
State Polytechnic of Sriwijaya**

**BY**

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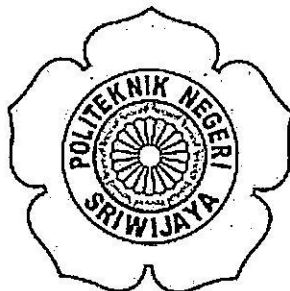
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**STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG**

**2022**

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**THE COPYWRITING OF BENTENG 89 AGROTOURISM WEBSITE TO  
PROMOTE BANYUASIN REGENCY TOURISM OBJECT**



**By:**

**ANNISA PERMATASARI  
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**Palembang, July 2022**

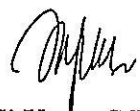
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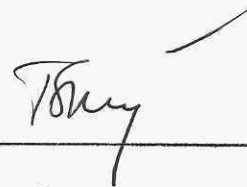
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**ENGLISH DEPARTMENT  
STATE POLYTECHNIC OF SRIWIJAYA  
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**2022**

## **MOTTO AND DEDICATION**

### **MOTTO**

**“There are three secrets to happiness, namely patience, gratitude, and sincerity”**

**This final report is dedicated to:**

**My beloved parents**

**My beloved brother and sister**

**My beloved lectures in English Department at State Polytechnic of Sriwijaya**

**My beloved friends**

## **PREFACE**

First of all, the writer would like to convey gratitude to Allah SWT for the blessing given to the writer that could finish this final report with the title “The Copywriting of Benteng 89 Agrotourism Website to Promote Bsnyuasin Regency Tourism Object”. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya. The writer believes that there are still some errors in this final report. They might be the result of the writer's lack of experience, ability, and expertise. As a result, the author anticipates that readers will offer suggestions and criticism on the final report's progress.

Thank you to everyone who assisted the writer in completing this final report and the writer expects that this final report can give some advantages to the student of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2022

The writer

## ACKNOWLEDGEMENT

First of all, the writer would like to express her highest gratitude to Allah SWT for the blessing, opportunity, and mercy to complete this final report. This Final Report would not have accomplished without the support and helpful suggestions for the writer. For this reason, I would like to profoundly express my deepest gratitude and appreciation to all of those who have helped me make this final report, the writer intended to express her gratitude and appreciation to:

1. My family, especially my incredible parents, who becomes the one and only reason why I always keep going.
2. The head of English Department, Dr. Yusri, S.Pd., M.Pd. and other lecturers for always supporting the sixth semester students to finish this final report.
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5. All the lecturers and staff in English Department that have taught and helped me.
6. My Sister and Brother who give me support and motivation during the Final Report Project.
7. My special thanks to my classmates, 6BD Class. For the spirit via advice and conversation during the Final Report Project.

8. I would like to thank all parties that cannot be expressed one by one, who helped give contributions and suggestions during the writer do this final report

## ABSTRACT

### THE COPYWRITING OF BENTENG 89 AGROTOURISM WEBSITE TO PROMOTE BANYUASIN REGENCY TOURISM OBJECT

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(Annisa Permatasari, 2022, 59 Pages, 6 Tables, 5 Figures)

This final report was aimed to produce a copy of the copywriting of Benteng 89 Agrotourism Website to Promote Banyuasin Regency tourism object. The purposes of writing this final report are to find out how to copywrite a website of Benteng 89 Agrotourism to promote Banyuasin Tourism Object. This research uses a development research method by Sugiyono (2012). The stages were data collection, product design, design validation, design revision, product trials, product revision. To achieve the purpose, the stages of Research and Development were linked to the steps of writing a copy by Rieck (2008) namely preparing, organizing, writing, editing, and reviewing. There were six experts who participated to give comments and suggestions on content, writing style, and language. The experts' comments and suggestions were used to revise the first version into the final version. Then the copies for Benteng 89 Agrotourism were made and the website for the object was created. Finally, it is concluded that this final report may give information and knowledge to the readers on how to write a copy and implement it through a website.

**Keywords:** *Benteng 89 Agrotourism, Copywriting, Copy, Research and Development*



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