

**DESIGNING A BOOKLET OF SAUNG BAMBOE PELANGI TO
PROMOTE TOURISM IN PALEMBANG**



**This Final Report is submitted to fulfill one of there quirements to complete
The Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

BY

Indah Nabila Novendra

061930901811

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2022

APPROVAL SHEET
DESIGNING A BOOKLET OF SAUNG BAMBOE PELANGI TO
PROMOTE TOURISM IN PALEMBANG



By:

Indah Nabila Novendra

061930901811

Palembang, July 2022

Approved by:

First Advisor

Dra. Tiur Simanjuntak, M.Ed.M

NIP 196105071988032001

Second Advisor

Herman, S.Pd., M.Pd.

NIP 197107012002121001

Acknowledged by:

Head of English Department

Dr. Yusril, S.Pd., M.Pd

NIP 19770705200604100

APPROVAL SHEET OF EXAMINERS
DESIGNING A BOOKLET OF SAUNG BAMBOE PELANGI TO
PROMOTE TOURISM IN PALEMBANG

The Final Report by:

Indah Nabila Novendra

061930901811

Approved by:

Examiners

Signature

Dra. Sri Endah Kusmartini, M. Pd
NIP. 196612191991032002

Drs. Zulfidli, M.Pd
NIP. 196112251989631004

Nian Masna Evawati, S.Pd, M.Pd
NIP. 197905072003122002



ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG

2022

MOTTO AND DEDICATION

Motto:

**“Don't be fooled by compliments, remember the many mosquitoes who
died of applause”**

This final report is dedicated to:

Allah SWT

Myself

My beloved parents

My lecturer in English Department

My friends

State Polytechnic of Sriwijaya

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 a Booklet of Saung Bamboe Pelangi to Promote Tourism in Palembang”. This final report is written to fulfill the requirement of the final report project in the English Department of State Polytechnic of Sriwijaya.

The writer also would like to thank everyone who helped the writer to finish this final report. Especially for the writer’s advisor who had given many suggestions, support, and much time. The writer also realizes that this final report is still far from being perfect, but the writer welcomes any suggestions to make this final report better. Finally, the writer hopes this final report will be useful for the readers as the reference.

Palembang, July 2021

The Writer

ACKNOWLEDGEMENT

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report. The writer also wants to say thanks to:

1. My Family who always give me support especially My Mother and My Father.
2. The head of English Department, Dr. Yusri, S.Pd, M.Pd. and also the other lecturers for always supporting the sixth semester students to finish this final report.
3. My advisors, Dra. Tiur Simanjuntak, M.Ed.M. and Mr. Herman, S.Pd., M.Pd. who gave me ideas, suggestions, corrections, new knowledge, motivation, and time in handling me patiently to finish this final report.
4. Drs. H. Refson, M.Pd. as the Indonesian expert, Ms. Ida Machdarifah, S.Pd., M.Pd. as the grammar expert, and Mr. Adi Sutrisman, S.Kom., M.Kom. as the expert design. Thank you for your corrections and time.
5. The interviewers who have given information, data, support, and motivation.
6. 6 BD who always share knowledge and support to each other
7. My friends who help me, thank you for your time, support, and motivation.
8. My beloved friends (Mutiar Nauli, Putri Indah, Elsa Agtha, and Gita Fahira). Thank you for your support.

Finally, the writer would like to thank all parties that cannot be expressed one-by-one, who helped give contribution and suggestions during the writer's final report.

ABSTRACT

Designing a Booklet of Saung Bamboe Pelangi to Promote Tourism in Palembang

(Indah Nabila, 2022: 56 Pages, 25 Figures and 2 Tables)

The purpose of this study is to find the process of designing a booklet of Saung Bamboe Pelangi to promote tourism in Palembang. In this study, the writer the research and development by Sukmadinata (2005). They are preliminary study, product development, and final product. In the preliminary study, a text draft and design of a booklet are made based on the information obtained through observation and interview. In the product development, three experts, commented: Indonesian language, English Language, and design. In the design revision, the draft text was revised by adding the logo of Saung Bamboe Pelangi and grammatical errors, capitalization, and less precise structures of the sentences in the draft. The last, in the final product, after the users gave good comments and the product can be published without any revision. It is concluded that the booklet may give information to the readers about Saung Bamboe Pelangi in Palembang and can be used as a media to promote Saung Bamboe Pelangi in Palembang.

Keywords: *Booklet, Research and Development, Saung Bamboe Pelangi, Tourism.*

TABLE OF CONTENTS

COVER	i
APPROVAL PAGE OF ADVISORS	ii
APPROVAL PAGE OF EXAMINERS.	iii
MOTTO AND DEDICATION.....	iv
PREFACE.....	v
ACKNOWLEDGMENT	vi
ABSTRACT	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Formulation	3
1.3 Purpose.....	3
1.4 Benefit	3
CHAPTER II LITERATUR REVIEW	4
2.1 Definition of Design.....	4
2.2 Definiton of a Booklet.....	4
2.2.1 How to Create a Booklet.....	4
2.2.2 Elements of a Booklet	6
2.2.3 Compiling a Booklet	7
2.2.4 The Advantages and Disadvantages of a Booklet.....	9
2.3 Promotion.....	9
2.4 Tourism Destination.....	10
2.4.1 Saung Bamboe Pelangi has one of tourism destination	11
CHAPTER III RESEARCH METHODOLOGY	14
3.1 Method of Designing	14
3.1.1 Preliminary Study	15
3.1.2 Product Development.....	16

3.1.3 Final Product	17
CHAPTER IV FINDINGS AND DISCUSSION	18
4.1 Findings.....	18
4.1.1 Preliminary study	18
4.1.1.1 Literature Study	19
4.1.1.2 Field Survey.....	19
4.1.1.3 Model Draft	20
4.1.2 Product Development.....	35
4.1.3 Final Product	50
4.2 Discussion	58
CHAPTER V CONCLUSION AND SUGGESTION	60
5.1 Conclusion	60
5.2 Suggestion.....	61
REFERENCES.....	
APPENDIX	

LIST OF TABLES

Table 4.1 The correction draft of Indonesian Script by expert	36
Table 4.2 The correction draft of Indonesian Script by expert	43

LIST OF FIGURES

Figure 2.1 Saung Bamboe Pelangi	11
Figure 3.1 The stages of R&D modified by Sukmadinata (2005)	14
Figure 4.1 The preliminary study by Sukmadinata combined with Sharifyar .	19
Figure 4.2 First draft of booklet in front cover	30
Figure 4.3 First draft of booklet back cover.....	30
Figure 4.4 First draft of booklet page ii and iii	31
Figure 4.5 First draft of booklet page 1 and 2.....	32
Figure 4.6 First draft of booklet page 3 and 4.....	32
Figure 4.7 First draft of booklet page 13 and 14.....	33
Figure 4.8 First draft of booklet page 15 and 16.....	33
Figure 4.9 First draft of booklet page 17	34
Figure 4.10 The writer's profile in first draft.....	34
Figure 4.11 Product development by Sukmadinata combined with Sharifyar.	35
Figure 4.12 Page 1 of booklet in after revision.....	50
Figure 4.13 Page 1 of booklet in design revision.....	50
Figure 4.14 Final product by Sukmadinata combined with Sharifyar	51
Figure 4.15 Final product of booklet front cover.....	52
Figure 4.16 Final product of booklet back cover	52
Figure 4.17 Final product of booklet page i.....	53
Figure 4.18 Final product of booklet page ii and iii.....	53
Figure 4.19 Final product of booklet page 1 and 2	54
Figure 4.20 Final product of booklet page 3 and 4	54
Figure 4.21 Final product of booklet page 5 and 6	55
Figure 4.22 Final product of booklet page 7 and 8	55
Figure 4.23 Final product of booklet page 9 and 10	56
Figure 4.24 Final product of booklet page 11 and 12	56
Figure 4.25 Final product of booklet page 13 and 14	57
Figure 4.26 Final product of booklet page 15 and 16	57
Figure 4.24 Final product of booklet page 17 and 18	58

LIST OF APPENDICES

- Appendix 1 Surat Permohonan Surat Pengantar Pengambilan Data
- Appendix 2 Kesepakatan Bimbingan Laporan Akhir (Pembimbing 1)
- Appendix 3 Kesepakatan Bimbingan Laporan Akhir (Pembimbing 2)
- Appendix 4 Lembar Bimbingan Laporan Akhir
- Appendix 5 Rekomendasi Ujian Laporan Akhir
- Appendix 6 Revisi Ujian Laporan Akhir
- Appendix 7 Pelaksanaan Revisi Laporan Akhir

