

**COPYWRITING THE BOOKLET SCRIPT OF KONGAR LAKE AS A  
TOURISM DESTINATION IN MUSI BANYUASIN REGENCY**



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

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**PALEMBANG**

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FINAL REPORT APPROVAL SHEET  
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DESTINATION IN MUSI BANYUASIN REGENCY



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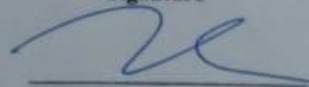
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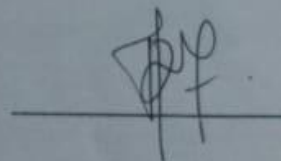
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## **MOTTO AND DEDICATION**

“YOU CAN IF YOU THINK YOU CAN”

“If you wanna have a hard life, choose the easiest things. But, If you wanna have a easiest life, choose the hard things”

“Man Jadda Wa Jadda”

“We are the same”

This Final Report is dedicated to :

- Allah SWT
- Prophet Muhammad SAW
- My beloved parents
- My beloved little brother
- My beloved lectures in English Department at State Polytechnic of Sriwijaya.
- My beloved friends
- Myself

## **PREFACE**

First of all, the writer would like to convey her gratitude to Allah SWT for the outstanding mercy given to the writer that could finally finish this final report. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya entitled “Copywriting the Booklet Script of Kongar Lake as A Tourism Destination in Musi Banyuasin Regency.” This final project was about copywriting the script for the booklet. The writer considers that this final report is not perfect. They might be caused by the limited experience, ability and knowledge that the writer had. Therefore, the writer expects the readers to give suggestions and criticism for the final report progress.

Finally, the writer expects that this final report can give some advantages to the students of English Department at State Polytechnic of Sriwijaya.

Palembang, Agustus 2022

The writer

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## ABSTRACT

### **COPYWRITING THE BOOKLET SCRIPT OF KONGAR LAKE AS A TOURISM DESTINATION IN MUSI BANYUASIN REGENCY.**

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The aim of this research was to copywrite a booklet script of Kongar Lake as a tourism destination in Musi Banyuasin Regency using steps of the methodology of Research and Development Method (R&D) adapted from Sukmadinata (2005). The steps were: (1) Preliminary Study, (2) Model Development. In the preliminary study, the writer did literature study, field survey and arrange model draft. In the model development, there were limited testing to improve the product into the final version. There were 3 experts chosen purposively, English linguistic Expert, copywriter expert and content expert who participated in giving comments and suggestion for the developing of the product. In copywriting the expert suggested to change the persuasive paragraph by applying the formula By Agustrijanto (2001), and in English language, the experts mentioned some grammar mistake about academic writing from the expert in limited testing. It is suggested to fix the grammar errors and wrong tenses.

***Keywords: Research and Development, Booklet Script, Copywriting, Musi Banyuasin  
Regency, Tourism Destination***

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