

The Role of Social Media in the Promotion of Tourism



The Final Report in Written to Fulfill One of Requirements of Diploma III at
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By:

FELLA FERNITA
0611 3090 1414

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APPROVAL SHEET FINAL REPORT PROPOSAL
THE ROLE OF SOCIAL MEDIA IN THE PROMOTION OF TOURISM



By

FELLA FERNITA
0611 3090 1414

Approved By:

First Advisor,

Second Advisor,

Drs. Zulkifli SN.AN, M.Pd
ID. 196112251989031004

Darminiyanti, S.Pd, M.M
ID.0414101001

Acknowledged by,
Head of English Department

Dra. TiurSimanjuntak, M.Ed.M
ID.196105071988032001

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FINAL REPORT

By:

**FELLA FERNITA
0611 3090 1414**

Approved by the Examiners Committee

Signature

**1. Drs. Zakaria, M.Pd
ID. 196408122000031002**

**2. MunajaRahma, S.Pd., M.Pd
ID. 197405162002122001**

**3. Eriza, S.Pd., M.Pd
ID. 196205051988032003**

**4. Iskandar Rosyidin, S.Pd., M.Pd
ID. 197006212002121001**

MOTTO AND DEDICATION

Motto...

Life like a traveler, I just want to travel the world, go on adventures, connect with positive energy, expend my mind, clear of my bucket list and fall in love

This final report is dedicated to...

Allah SWT

My lovely parents, Supawit and Yusniati

My lovely brother, Ervin DwiPrasetio

My friends 6 BIB especially to my close friends Mira, Rizcka, Nia, Vio, Ardes and Ratih

My lecturers in English Department and my almamater, POLSRI

The Writer

PREFACE

Assalamualaikum, Wr. Wb

First of all the writer would like to give a lot of thanks for Allah SWT because of His mercy and bless, the writer could finish the final report which is titled “The Role of Social Media in the Promotion of Tourism”. This reports is to fulfill the requirements to complete the study of English Department in State Polytechnic of Sriwijaya.

The writer realizes that there are many mistakes in writing this report and it is still not perfect. Critics and suggestions are expected to the writer. Finally, the writer hopes this report can give benefits and useful for all people especially for students of English Department.

Palembang, July 2014

The Writer

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First of all, I would like to say thank you to Allah SWT, God of the universe, for all the blessings and guidance so finally I can complete my final report entitled “The Importance of Public Speaking Skill in Tour Guiding”. On this opportunity, I also would like to dedicate my appreciation for everyone who has given me great supports in completing this final report.

1. Mr. Supawit and Mrs. Yusniati, thank you for being the most wonderful father and mother to me. Thank you for all the support, love, and prays to me. I love you more than everything. All of my success that I got just for making you proud of me. I hope that you will always be there besides me in sadness, madness and happiness forever.
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9. All parties who helped me to finish this final report.

Palembang, July 2014

The Writer

ABSTRACT

THE ROLE OF SOCIAL MEDIA IN THE PROMOTION OF TOURISM

(Fella Fernita, 2014, 37 pages, 49 pictures)

The title of this final report is “The Role of Social Media in the Promotion of Tourism”. The problem are “What is the role of social media in promoting tourism?” and “How important is the promotion of social media in developing tourism in Palembang city?”. The purpose of this study are to analyze the role of social media in promoting tourism and to know the perspective promotion with social media in developing tourism in a region. The method of this study is descriptive method. The writer collected the data through observation and documentation. Based on finding, the writer found the role of social media in the promotion of tourism that can be seen from the blog that is used to be media promotion and from that blog, the writer can know the visitors of the blog.

Keywords: Social Media

The Writer

TABLE OF CONTENTS

TITLE SHEET	i
APPROVAL SHEET BY ADVISORS	ii
APPROVAL SHEET BY EXAMINERS	iii
MOTTO AND DEDICATION	iv
PREFACE	v
ACKNOWLEDGEMENTS	vi
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF PICTURES	x
CHAPTER I: INTRODUCTION	1
1.1 Background	1
1.2 Problems	2
1.2.1 Formulation of the Problem	2
1.2.2 Limitation of Problem	2
1.3 Purposes	2
1.4 Benefits	2
1.5 Scheme of Writing	3
CHAPTER II: LITERATURE REVIEW	4
2.1 Definition of Tourism	4
2.2 Definition of Social Media	4
2.2.1 Definition of Blog	5
2.2.2 Kinds of Blog	6
2.2.3 Concept of Blog	6
2.2.4 Steps of Blog	7
2.3 Definition of Promotion	13
2.3.1 Promotion of Social Media	14
2.3.2 Promotion of Tourism	14
CHAPTER III: RESEARCH METHODOLOGY	16

3.1 Method of the Research	16
3.2 Technique for Collecting the Data	17
3.2.1 Observation	17
3.2.2 Written Documents	18
3.2.3 Documentations	18
3.3 Instrument for Collecting the Data	19
3.4 Technique for Analyzing the Data	19
CHAPTER IV: FINDINGS AND DISCUSSION	20
4.1 Findings	20
4.1.1 The Result of Observation	20
4.1.2 The Result of Documentation	30
4.2 Discussion	35
CHAPTER V: CONCLUSION AND SUGGESTION	36
5.1 Conclusion	36
5.2 Suggestion	37
REFERENCES	38
APPENDICES	

LIST OF PICTURES

Picture 1.	WordPress sign up	10
Picture 2.	Registration form in WordPress	11
Picture 3.	Registration form in WordPress	11
Picture 4.	Receive email from WordPress	12
Picture 5.	Log in to WordPress	12
Picture 6.	Home of WordPress	13
Picture 7.	WordPress page	20
Picture 8.	Registration form in WordPress	21
Picture 9.	Design blog of the writer	22
Picture 10.	The page of famous icon	23
Picture 11.	The page of famous icon	23
Picture 12.	The page of interesting places	24
Picture 13.	The page of interesting places	24
Picture 14.	The page of shopping tourism	25
Picture 15.	The page of shopping tourism	26
Picture 16.	The page of culinary tourism	26
Picture 17.	The page of culinary tourism	27
Picture 18.	The page of religion tourism	27
Picture 19.	The page of religion tourism	28
Picture 20.	The page of historical tourism	28
Picture 21.	The page of historical tourism	29
Picture 22.	The page of comments	29
Picture 23.	Water Fountain	30
Picture 24.	BentengKutoBesak.....	30
Picture 25.	OPI Lake	30
Picture 26.	Siguntang Hill	30
Picture 27.	Ampere Bridge	31
Picture 28.	Dekranasda.....	31

Picture 29.	GrahaTeknologiSriwijaya.....	31
Picture 30.	Palembang Sport City	31
Picture 31.	KambangIwak Park	31
Picture 32.	KutoBesak Theater Restaurant	31
Picture 33.	Lippo Plaza	32
Picture 34.	Agung Mosque	32
Picture 35.	Cheng Ho Mosque	32
Picture 36.	MONPERA	32
Picture 37.	SMB II Museum	32
Picture 38.	Palembang Icon	32
Picture 39.	Palembang Indah Mall	33
Picture 40.	Palembang Square	33
Picture 41.	Parameswara Monument	33
Picture 42.	16 Ilir Market	33
Picture 43.	26 Ilir Market	33
Picture 44.	Induk Market	33
Picture 45.	Ramayana Department Store	34
Picture 46.	Riverside restaurant	34
Picture 47.	Kemaro Island	34
Picture 48.	Musi River	34
Picture 49.	Patrajaya.....	34