

FINAL REPORT
THE SOCIETY'S PERCEPTION TOWARD THE IMPORTANCE OF THE
OFFICIAL WEBSITE IN PROMOTING TOURISM OBJECTS
IN SOUTH SUMATRA



**This final report is fulfill one of the requirements for Diploma III Educational
Accomplishment at English Department**

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STATE POLYTECHNIC SRIWIJAYA

2014

APPROVAL SHEET
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PREFACE

First of all, the writer would like to express their gratitude to Allah SWT for giving bless and mercy to finish this final report with the title “The Society’s Perception toward the Importance of the Official Website in Promoting Tourism Objects in South Sumatra”. Thanks to my parents that always support and pray for me to finish this final report. This final report is written to fulfill the requirement to finish the education at State Polytechnic of Sriwijaya in English Department.

The writer is also grateful to many persons who have given help in writing and finishing this report, especially for my advisors Mrs. Dra. Nurul Aryanti, M.Pd and Mrs. Eli Yeny, S.Pd., M.Pd who has given the advices in writing this report. Thanks for our lecturers and the employees of Dinas Kebudayaan dan Pariwisata Provinsi Sumsel who have given the data and information to complete this report.

Finally, the writer realizes that this report is not really perfect. However, the writer hopes that this report can give advantages for students of English Department at State Polytechnic of Sriwijaya and other people.

Palembang, July 2014

The writer

MOTTO:

**There is no elevator to be
success!**

The writer presents this final report to:

- ✓ Allah SWT, thank you for a great life and chance that is given to me
- ✓ Muhammad prophet, his family, and his follower till last period
- ✓ My lovely parents Sutego and Botia Restu who never stop giving pray, bless and support in the whole of my life
- ✓ Dra. Tiur Simanjuntak, M.Ed M as a Head of English Department
- ✓ Dra. Nurul Aryanti, M.Pd and Eli Yeny, S.Pd., M.Pd as my advisors.
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- ✓ Politeknik Negeri Sriwijaya
- ✓ Dinas Kebudayaan dan Pariwisata Provinsi Sumsel
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- ✓ My friends at Politeknik Negeri Sriwijaya
- ✓ All of the students at Politeknik Negeri Sriwijaya

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10. Anyone who has helped in the whole of my life, thanks.

Palembang, July 1, 2014

The Write

ABSTRACT

SOCIAL MEDIA IN PROMOTING TOURISM OBJECTS AT DINAS KEBUDAYAAN DAN PARIWISATA PROVINSI SUMSEL

(Icha, 2014: pages)

The main purpose of this final report is to get the society's perception toward the official website in promoting the tourism objects. the data were collected through interview, questionnaire and observation. Then data were analyzed by using the descriptive method. Based on the findings, the writer found that there are five districts in south Sumatra are still active in using the official website for promoting the tourism objects. In addition, the report also shows that around 92% of 50 people agree that the official websites are important media in promoting the tourism objects. The writer suggest to every department of culture and tourism in south Sumatra to improve the displays and features of the official website in order to make the people more interested in accessing the official websites.

TABLE OF CONTENTS

APPROVAL SHEET	ii
EXAMINEERS SHEET	iii
PREFACE	iv
MOTTO AND DEDICATED	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF APPENDICES	ix
CHAPTER I : INTRODUCTION	
1.1 Background	1
1.2 Research Questions	3
1.3 Purposes and Benefits	4
CHAPTER II: LITERATURE REVIEW	
2.1 Definition Social Media	5
2.2 Definition Promotion	12
2.3 Definition of Tourism	14
CHAPTER III: RESEARCH METHODOLOGY	
3.1 Method of Research	16
3.2 Place of the Research	16
3.3 Sample of Data Sources	16
3.4 Technique for Collecting Data	17
3.5 Instrument for Collecting the Data	18
CHAPTER IV: FINDINGS AND DISCUSSIONS	
4.1 Findings	19
4.2 Discussion	20
CHAPTER V : CONCLUSION AND SUGGESTION	
5.1 Conclusion	27
5.2 Suggestion	28
REFERENCES	
APPENDIXES	

LIST OF APPENDICES

1. Final report consultation agreements
2. Forms of final report consultations
3. Recommendation for Final Report Examiners
4. Transcript of questionnaire