

FINAL REPORT

**THE PROMOTION STRATEGIES OF *KUE DELAPAN JAM*
AS TOURISM CULINARY IN PALEMBANG**



**This report is written to fulfill the requirement at
State Polytechnic of Sriwijaya**

BY:
NURVIA NATHASYA
061130900684

STATE POLYTECHNIC OF SRIWIJAYA
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2014

**APPROVAL SHEET
FINAL REPORT**

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NURVIA NATHASYA

061130900684

Palembang, July 2014

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. Tiur Simanjuntak, M.Ed.M
ID. 196105071988032001**

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*CULINARY IN PALEMBANG***

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By :

Nurvia Nathasya

061130900684

Approved by the examiners committee

signature

Dr.Welly Ardiansyah

.....

ID. 197408172006041001

Drs. Muwarni Ujihanti, M.Pd.

.....

ID. 195902171987032001

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

.....

ID. 197905072003122002

Yusri, S.Pd, M.Pd.

.....

ID 197707052006041001

MOTTO AND DEDICATIONS

**“The formulas of a succes are a
hard work and never give up”**

Dedicated to :

My beloved parents

My lovely sister

My family

My friends

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to express deep gratitude to Allah SWT for the outstanding mercy and blessing given to the writer so that the writer could finish this final report on time. This report is written to fulfill the requirement for Diploma III education accomplishment of English Department at State Polytechnic of Sriwijaya with the title “The Promotion Strategy of *Kue Delapan Jam* as Tourism Culinary in Palembang.

The Writer realize that this final report is still far from being perfect because of the limitation of sources, time or even knowledge. Therefore comments and suggestions from whole sources are needed by the writer. The writer really expects that this report can be useful, can give information and even can enlarge the knowledge about types of subordinate clauses for everyone especially the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2014

The Writer

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ABSTRACT

The Promotion Strategy of *Kue Delapan Jam* as Tourism Culinary in Palembang Final Report

(Nurvia Nathasya, 2014, 31 pages, 12 pictures)

This final report studied the strategy promotion of *kue delapan jam* as the tourism culinary in Palembang. The writer wanted to know the promotion strategy of *kue delapan jam*. The data were collected through observation, interview and documentation. The writer took the promotion strategy of *kue delapan jam* based on three cake makers. The data were analyzed by using qualitative reasearch method. The writer found that there are four types of promotion strategy found in the three cake makers promoted *kue delapan jam*. Each of promotion strategy have their strength. The writer suggested for three cake makers to improve their products especially *kue delapan jam* by using four types of prmotion strategy

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