

FINAL REPORT

WRITING A BLOG SCRIPT TO PROMOTE PINANG BANJAR TOURISM IN GELUMBANG, SOUTH SUMATRA



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

Prepared By:

**Jovanka Aurelya Catherin N
NPM 062230901775**

Advisors:

**Dr. Dra. Nurul Aryanti, M.Pd
NIP 196802181993032001**

**Ahmad Iman Mulyadi, M.I.Kom.
NIP 199007082022031005**

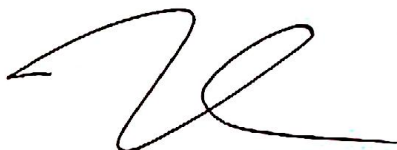
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APPROVAL PAGE

The Final Report titled:

**WRITING A BLOG SCRIPT TO PROMOTE PINANG BANJAR
TOURISM IN GELUMBANG, SOUTH SUMATRA** prepared by Jovanka
Aurelya Catherin N (NPM 062230901775) has been approved by the advisors
for defense in the Final Report Examination.

Advisor 1



Dr. Dra. Nurul Aryanti, M.Pd
NIP 196802181993032001

Advisor 2







Ahmad Iman Mulyadi, M.LKom.
NIP 199007082022031005

VALIDATION PAGE


The Final Report titled:

WRITING A BLOG SCRIPT TO PROMOTE PINANG BANJAR TOURISM IN GELUMBANG, SOUTH SUMATRA prepared by Jovanka Aurelya Catherin N (NPM 062230901775) has been defended in the Final Report Examination before the Examination Committee on Tuesday, 15th July 2025.

	Examination Committee	Signature
Chairperson	Dra. Evi Agustina Sari, M.Pd. NIP 196708251993032002	
Member 1	Dr. Yusri, S.Pd., M.Pd. NIP 197707052006041001	
Member 2	Aisyah Shahab, S.Pd., M.Pd. NIP 198506072019092001	
Member 3	Leni Rohliah, M.Pd. NIP 198607232022032004	

Acknowledged By:

Head of the Department of Language and Tourism
Politeknik Negeri Sriwijaya


Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

PLAGIARISM-FREE DECLARATION

I the undersigned,

Name : Jovanka Aurelya Catherin N

NPM : 062230901775

Year of Enrollment : 2022

Study Program : DIII English Study Program

Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

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Palembang, 07 July 2025



Jovanka Aurelya Catherin N

NPM 062230901775

PREFACE

The writer would like to express gratitude to Jesus Christ for the blessings and good health that enabled the completion of this final report, entitled “Writing a Blog Script to Promote Pinang Banjar Tourism in Gelumbang, South Sumatra”. This final report is submitted to fulfill the academic requirements of lectures to obtain a Diploma in the Language and Tourism Department at Politeknik Negeri Sriwijaya.

The writer would like to express her deepest gratitude to all those who have contributed to the completion of this report, especially to the advisors, Dr. Dra. Nurul Aryanti, M.Pd., and Ahmad Iman Mulyadi, M.I.Kom., for their valuable advice, support, and time. The writer acknowledges that this report has shortcomings and welcomes suggestions for improvement. Ultimately, the writer hopes that this report will offer readers insight and inspiration, benefiting all parties.

Palembang, July 2025

Jovanka Aurelya

ABSTRACT

This final report discusses the development of a blog script to promote Pinang Banjar Tourism in Gelumbang, South Sumatra. The writer employed the Research and Development (R&D) method, as described by Sukmadinata (2017), which consists of three stages: Preliminary Study, Model Development, and Final Product Testing. Data were collected through literature studies, field observations, interviews, and documentation. The script was written using the AIDA model (Attention, Interest, Desire, Action) and enhanced with visual and structural elements, including a clear title, engaging content, and a call to action. The final product is a blog titled “*Pinang Banjar’s Rural Natural Charm Presents a Beautiful and Peaceful Atmosphere*” published on Blogger. It introduces Pinang Banjar as a tranquil, affordable, and scenic destination, offering activities such as boating and camping. Feedback from language experts, bloggers, and readers showed positive responses regarding both content and design. The blog effectively raises awareness of lesser-known tourism destinations and promotes sustainable tourism practices.

Keywords: Blog Script, Pinang Banjar, Tourism Promotion, R&D, AIDA

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