

FINAL REPORT

DESIGNING AN E-BOOKLET TO PROMOTE KETEK WISATA AS WATER TOURISM IN PALEMBANG



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

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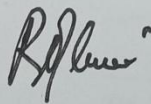
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APPROVAL PAGE

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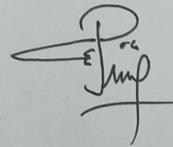
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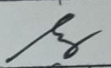
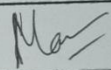


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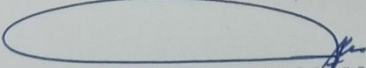
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PLAGIARISM-FREE DECLARATION

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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.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 11th July 2025



Urba Sari

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PREFACE

This final report, entitled "Designing An E-Booklet To Promote Ketek Wisata As A Water Tourism In Palembang," discusses the effort to support local tourism by promoting one of Palembang's traditional transportation modes, *Ketek Wisata* as a water tourism attraction. The idea to create an e-booklet came from the need for an accessible and visually engaging medium to introduce *Ketek Wisata* to a wider audience. The writer believes that highlighting this local feature can help preserve cultural heritage while boosting Palembang's tourism potential. A more detailed explanation of the background, process, and results of this study is presented in Chapters 1 through 5 of this report.

The writer is fully aware that this final report is far from perfect. Therefore, constructive feedback and suggestions are welcome to help improve this work. This report can provide useful insights for readers interested in tourism development and digital media promotion.

Urba Sari

ABSTRACT

This study aims to design an e-booklet as a digital promotional tool to introduce *Ketek Wisata*, a traditional boat tour along the *Musi* River in Palembang, South Sumatra. The problem addressed in this research is the lack of structured and informative promotional media, which has limited the public's awareness of *Ketek Wisata*. Using the Research and Development (R&D) method with the ADDIE (Analyze, Design, Develop, Implement, Evaluate) model, the research developed a bilingual (Indonesian-English) e-booklet containing tour routes, booking information, facilities, visuals, and interactive features. Data collection methods included interviews, observations, expert validations, and user questionnaires. The validation involved assessments from ten experts in the fields of content, language, copywriting, and multimedia, while the product testing involved 87 respondents using a questionnaire. The expert evaluations resulted in a score of 3.85 calculated using interval range formula, 4 Likert scales, which indicates an excellent rating, and the questionnaire results showed that respondents agreed the e-booklet was highly effective in terms of usability, design, content clarity, and user experience. In conclusion, the developed e-booklet successfully meets promotional needs and can be used as a practical tool to enhance the visibility of *Ketek Wisata* among local and international tourists.

Keywords: ADDIE model, digital promotion, e-booklet, *ketek wisata*, water tourism.

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Appendix 7 : Final Report Exam Revision

Appendix 8 : Implementation Of Final Report Revisi