

FINAL REPORT

DESIGNING A COPYWRITING E-BOOKLET TO PROMOTE PALEMBANG CULINARY TOURISM IN 26 ILIR AREA



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

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**D-III ENGLISH STUDY PROGRAM
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APPROVAL PAGE

The Final Report titled:

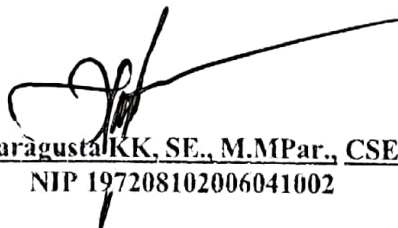
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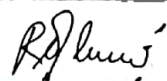
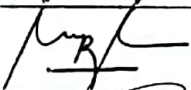




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PLAGIARISM-FREE DECLARATION

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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, 03rd July 2025



Rizky Aliansyah

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PREFACE

All praise is due to Allah SWT. for the blessings and guidance that enabled the writer to complete this final report entitled "*Designing a Copywriting E-Booklet to Promote Palembang Culinary Tourism in 26 Ilir Area.*" This report highlights the importance of providing informative and easily accessible media to help tourists discover culinary options in the 26 Ilir Area. The developed e-booklet is designed to offer structured content with persuasive writing using the AIDA (Attention, Interest, Desire, Action) model, allowing readers to gain culinary recommendations with greater ease and convenience. This final report consists of five chapters, ranging from the background and literature review to research methodology, development process, and conclusions.

In addition, the writer would like to express sincere gratitude to the supervisors who have guided and supported the completion of this report. Special thanks are also extended to the experts in copywriting, English language and graphic design who provided valuable input and constructive feedback during the product development phase. The writer realizes that this report is still far from perfect; therefore, all forms of constructive criticism and suggestions are warmly welcomed. Hopefully, this final report can serve as a useful reference for readers interested in culinary tourism and digital promotional media that prioritize easy access and informative content.

Rizky Aliansyah

ABSTRACT

This research aims to design a culinary tourism e-booklet using the AIDA (Attention, Interest, Desire, Action) copywriting model to promote culinary tourism in 26 Ilir Area, Palembang. The main issue identified was the absence of practical and engaging digital media to help tourists easily discover recommended traditional foods in the area. The study applied the Research and Development (RnD) method using the ADDIE model, which included four stages: analysis, design, development, and implementation. The data were collected through observations, documentation, and interviews with experts in the fields of copywriting, English language, and graphic design. The results showed that the integration of AIDA-based copywriting effectively attracted readers' attention, built their interest, stimulated desire, and encouraged action to visit culinary spots in the 26 Ilir Area. The developed e-booklet was designed in a digital format, making it accessible across various devices and supporting the promotional efforts of the 26 Ilir Area.

Keywords: culinary tourism, 26 Ilir Area, e-booklet, copywriting, AIDA model.

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