

FINAL REPORT

CREATING E-BOOKLET TO PROMOTE *PINDANG* AS A TRADITIONAL DISH OF PALEMBANG



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

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2025**

APPROVAL PAGE

The Final Report titled:

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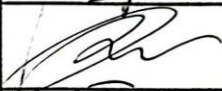


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VALIDATION PAGE

The Final Report titled:

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PLAGIARISM-FREE DECLARATION

I the undersigned,

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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



Beta Nelyana

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PREFACE

First of all, the writer would like to express her highest gratitude to Allah SWT for the endless blessings and guidance, so the writer could finish this final report entitled “*Creating E-Booklet to Promote Pindang as a Traditional Dish of Palembang*” as one of the requirements to complete the Diploma III program of the Language and Tourism Department at the Politeknik Negeri Sriwijaya.

This final report discusses the process of developing a script as a promotional media for Pindang, one of Palembang’s traditional dishes. It presents the steps taken during the research and development process, the structure of the script, and how e-booklet be used to promote local culinary heritage. The writer also explains how storytelling techniques and persuasive language contribute to building a compelling narrative that introduces *pindang* to a wider audience in the digital era.

The writer fully realizes that this final report is far from perfect. Therefore, any constructive suggestions and feedback for improvement would be highly appreciated. Lastly, the writer hopes this final report can be useful for the readers, especially for students of the Language and Tourism Department of Politeknik Negeri Sriwijaya who are interested in writing script, culinary culture, and content development.

Beta Nelyana

ABSTRACT

This research was aimed at creating an e-booklet as a medium to promote *pindang*, a traditional Palembang dish in digital era. The product was developed using the 4D model (Define, Design, Develop, Disseminate) in Research and Development (R&D). The e-booklet script was designed using the AIDA (Attention, Interest, Desire, Action) writing model to ensure persuasive and engaging content, and the e-booklet development process utilized Bingham's (2023) steps. The development process began with needs analysis, literature review, observation, documentation, and interviews with language and design experts. The result is an e-booklet that combines a narrative containing informative content about *pindang* with visual elements of the Palembang region. Expert validation also supported the development of the final product. This e-booklet is expected to be a valuable product for culinary promotion, especially in the digital era.

Keywords: E-Booklet, *Pindang*, Palembang Cuisine, Culinary Promotion, 4D Model.

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On this occasion, the writer would like to express his gratitude to Allah SWT. who has given grace, blessings, and strength so that the writer can write and compile this final report. Shalawat and salam to our prophet Muhammad SAW. who has led us from darkness to light.

As someone who firmly believes that hard work and perseverance know no bounds, the writer is inspired by a quote from a personal role model, Mark Lee: “No matter what situation, just don't give up even if you feel like giving up.” This quote not only symbolizes resilience and unwavering spirit, but also reflects the challenging yet meaningful journey the writer has gone through in completing this final report. Through this opportunity, the writer would also like to express sincere gratitude and appreciation to all those who have offered support, prayers, and inspiration throughout this process.

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