

FINAL REPORT

**CRAFTING A BILINGUAL E-BOOKLET TO
SHOWCASE THE HERITAGE TOURISM OF KOPI16
PRO IN 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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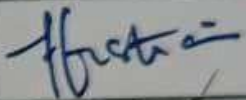
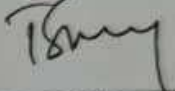


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VALIDATION PAGE

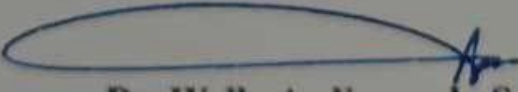
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PLAGIARISM-FREE DECLARATION

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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, 19th April 2025



Jaka Prihandana

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PREFACE

First of all, I would like to express my sincere gratitude to Allah SWT for the health, strength, and endless blessings that allowed me to complete this final report. This report is submitted as part of the requirements to finish the Final Report course in the D-III English Study Program at Politeknik Negeri Sriwijaya. The title of my project is: “Crafting a Bilingual E-Booklet to Showcase the Heritage Tourism of Kopi16 Pro in Palembang.”

This final report discusses the process of designing a bilingual digital e-booklet to promote Kopi16 Pro, a floating café located on the Musi River in Palembang. Using the Research and Development (R&D) method, I followed several stages including research, planning, design, testing, and revision. The aim is to produce an attractive and informative e-booklet that highlights the café’s unique features—such as its riverside setting, traditional cuisine, and floating dining concept—to help attract more visitors.

I realize that this report may still have shortcomings due to my limited knowledge and experience. Therefore, I sincerely welcome any feedback or suggestions for improvement. I also hope that this report can be useful to others working on similar projects related to digital marketing or culinary tourism.

Palembang, 14 July 2025

Jaka Prihandana

ABSTRACT

This study focuses on developing a bilingual digital e-booklet to promote Kopi16 Pro, a floating café located on the Musi River in Palembang. Using a qualitative Research and Development (R&D) approach based on Plomp's (1997) model, the research follows five stages: preliminary investigation, design, realization, testing and evaluation, and implementation. Data were collected through observation, interviews, autoethnographic reflection, and expert validation. Two experts one in English for tourism and the another in Bahasa Indonesia content flow reviewed the product to ensure clarity, persuasiveness, and structural coherence. The result is a bilingual e-booklet that presents Kopi16 Pro's unique riverside atmosphere, cultural relevance, and culinary offerings. The final product combines narrative storytelling and digital visual design to serve as an engaging promotional tool. Published through the Anyflip platform, the e-booklet is designed to enhance the café's visibility and support local culinary tourism efforts.

Keywords: bilingual content, culinary tourism, digital e-booklet, Kopi16 Pro, R&D method,

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2. Special thanks go to the writer's beloved parents, Mr. Jauhari and Mrs. Weti, as well as to the writer's three younger sisters. Their unwavering support, prayers, and encouragement provided the emotional strength needed to complete this journey.
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5. The writer also wishes to thank all lecturers, librarians, and administrative staff at the English Department of Politeknik Negeri Sriwijaya, whose assistance and support throughout the study program have been deeply appreciated.

Lastly, sincere thanks are extended to everyone who has supported the writer in any way—whether directly or indirectly. Every word of encouragement, gesture of kindness, and piece of advice has contributed meaningfully to the completion of this final report. Although this report is not without its limitations, it is the writer's hope that it may still offer value and inspiration—particularly to those interested in the development of digital media for promoting culinary tourism.

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Appendix 4: Final Report Supervision Agreement (Advisor 2)

Appendix 5: Final Report Supervision Form

Appendix 6: Recommendation For Final Report Examination

Appendix 7: Final Report Exam Revision

Appendix 8: Implementation of Final Report Revision