

**DESIGNING A BOOKLET OF VIA CRUCIS SUKAMORO FOR
DOMESTIC TOURISTS TO PROMOTE ONE OF TOURISM
DESTINATIONS IN SOUTH SUMATERA**



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III Degree of English Department
State Polytechnic of Sriwijaya**

BY

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PALEMBANG
2024**

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DESIGNING A BOOKLET OF VIA CRUCIS SUKAMORO FOR DOMESTIC TOURISTS TO PROMOTE A RELIGION TOURISM DESTINATION IN SOUTH SUMATERA



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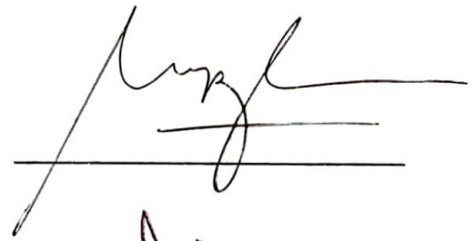
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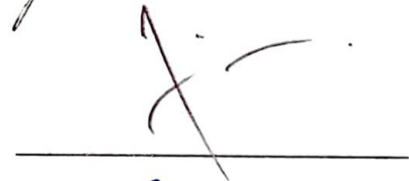
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MOTTO AND DEDICATION

MOTTO

Every step I take is a new journey.

DEDICATION

This final report is dedicated to:

My Beloved Family

Myself

English Department

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ABSTRACT

This final report aims to find out how to design a creative and innovative booklet that can provide education and interest to promote Via Crucis Sukamoro as a religion tourism destination in Palembang. In this final report, the writer used Research and Development (R&D) method which focuses on developing new products. The process of development involves four stages: Define, Design, Develop, and Disseminate by Thiagarajan 4D Development R&D model. Data was collected through observation, interviewing with Via Crucis Sukamoro managers, and reviewing written sources. The information obtained during the research is useful for the contents of the booklet. In addition, using a software application namely canva as a skill to designing a booklet. In 4D Development steps the writer has chosen an expert to give the feedback of how designing the creative and innovative booklet. The result was a booklet entitled "Via Crucis Sukamoro" as a medium to promote one of tourism destination in Palembang.

Keywords: *Research & Development, booklet design, tourism promotion, Via Crucis Sukamoro, religion tourism.*

PREFACE

First of all, the writer would like to thank Jesus Christ for all His grace and blessings, the writer was able to complete the final report entitled "**DESIGNING A BOOKLET OF VIA CRUCIS SUKAMORO FOR DOMESTIC TOURISTS TO PROMOTE A RELIGION TOURISM DESTINATION IN SOUTH SUMATERA.**" This Final Report is submitted to fulfill one of the requirements to complete the Diploma III Degree of English Department State Polytechnic of Sriwijaya.

This final report is intended to inform how booklets can be a medium that has the potential to promote a tourist attraction in the city of Palembang. The writer hopes that this booklet will provide insight to tourists regarding one of the potential tourist attractions in South Sumatra.

The writer realizes that this final report is still far from perfect, there are still many errors that need to be corrected. Therefore, constructive criticism and suggestions are highly expected for future improvements. Finally, the writer hopes that this final report can be a positive and useful contribution for many people, and can be a reference for future researchers, especially for students majoring in the English Department of State Polytechnic of Sriwijaya.

Palembang, July 2024

The Writer

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