

**COPYWRITING THE SONGKET E-BOOKLET AS
TRADITIONAL CLOTH IN PALEMBANG**



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

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PALEMBANG**

2021

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MOTTO AND DEDICATION

**“THE MOMMENT WHEN YOU WANT TO QUIT IS THE MOMMENT
WHEN YOU NEED TO KEEP PUSHING”**

This final report dedicated to:

1. My Family
2. My beloved advisors
3. My beloved friends

My beloved lectures in English Department State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report with the title “Copywriting The Songket E-Booklet as Traditional Cloth in Palembang.” This final report is written to fulfill the requirement of final report project in English Department of State Polytechnic of Sriwijaya.

Thank you also to everyone who assisted the writer in completing this final report, particularly the writer's advisers who provided comments, recommendations, support, enthusiasm, and time. Although the writer recognizes that this final report is far from faultless, it is supposed to be valuable not only to the researcher but also to the readers. As a result, suggestions and comments that are constructive and insightful are encouraged.

Palembang, August 2021

The writer

ACKNOWLEDGEMENT

The writer's success in completing this final report cannot be separated from the supports and guidance of some parties. Therefore, in this occasion the writer gives respect and gratitude to:

1. Allah SubhanahuwaTa'ala for blessing this final report.
2. My beloved mom and father, sisters, and big family who always give support morally and materially.
3. Mr. Dr. Yusri, S.Pd, M.Pd as the Head of English Department State Polytechnic of Sriwijaya and Mrs. Aisyah Shahab, S.Pd., M.Pd. as the Secretary of English Department State Polytechnic of Sriwijaya.
4. Mrs. Sri Gustiani, S.Pd, M.TESOL., Ed.D. as the first advisor and Mr. Moehamad Ridhwan S.Pd., M.Pd. as the second advisor on writing this final report.
5. Mrs. Sri Gustiani, S.Pd, M.TESOL., Ed.D. as my academic advisor in 6BA class.
6. All of lectures and staffs in English Department, State Polytechnic of Sriwijaya.

Finally, the writer would like to thank to all parties that cannot be expressed one-by-one, who helped give contribution and suggestion during the writer do this final report.

ABSTRACT

This final report was aimed to apply the steps on how to copywriting E-Booklet of Songket as a Traditional Cloth from Palembang into English. The methodology of this research was Research and Development (R&D) modified by Sukmadinata (2005). The stages were preliminary study, model development, and product testing and dissemination. To achieve the purpose, the stages of Research and Development was the first step for developing the product the stage were literature review, field survey, and draft model. Then the content for Songket were made and the E-Booklet was created. Finally, it is concluded that this final report may give information and knowledge to the readers on how to copywriting E-booklet. Finally, it may help both sellers to increase their sales due to the positive responses from the viewers.

Keywords: *Copywriting, E-Booklet, Palembang Traditional Cloth, Research and Development, Songket*

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