

ABSTRACT

The purpose of writing this study is to find out the procedure to design the e-booklet of Danau Opi Jakabaring as tourist destination in Palembang. The writer used research and development (R&D) method by Sukmadinata (2005). The steps were preliminary study and development of product. The writer linked these steps to the eight stages of script development by Friedman (2014). The data were collected by doing literature study and field survey, namely the observation, interview, observation, interview, and documentation. Based on the research findings, the writer made the e-booklet Danau Opi Jakabaring as tourist destination in Palembang, which was developed through 8 steps in designing the e-booklet, including background and research investigation, developing the creative concept, concept, pitching, treatment, first draft, revision, and final draft. The validity of the e-booklet has received validation from six related field experts, namely the content experts, language experts (English and Indonesian), and graphic design experts through limited and wider tests..

Keywords: *E-booklet, designing e-booklet, tourist destination, Danau Opi Jakabaring, research and development*