

FINAL REPORT

**CRAFTING BROCHURE FOR DUTA SYARIAH
HOTEL PALEMBANG**



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

**Prepared By: Firanda Falla
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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
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APPROVAL PAGE

The Final Report titled:

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PALEMBANG** prepared by **Firanda Falla (NPM 062230901826)** has been
approved by the advisors for defense in the **Final Report Examination**.

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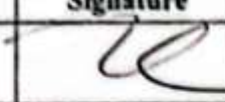

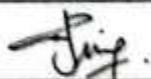


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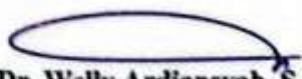
VALIDATION PAGE

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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, 17th April 2025



Firanda Falla

NPM 062230901826

PREFACE

All praise is due to Allah SWT, for His blessings and guidance that enabled the author to complete this report entitled “Crafting of Marketing Brochure for Duta Syariah Hotel Palembang”. This study aims to explore the role of marketing strategies, particularly brochures, in increasing customer interest and loyalty in the highly competitive hotel industry. Brochures are chosen for their effectiveness in delivering direct, practical, and visually engaging information as part of offline promotional efforts. The author would like to express sincere gratitude to Ms. Munaja Rahma, S.Pd., M.Pd. as Advisor I and Mr. Herman, S.Pd., M.Pd. as Advisor II for their guidance, suggestions, and continuous support throughout the research process. Appreciation is also extended to all parties who have supported this work in any way. It is the author’s hope that this report will be useful for readers and serve as a reference for developing more effective hotel marketing strategies. Constructive feedback and suggestions are warmly welcomed.

Firanda Falla
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ABSTRACT

The hotel industry in Indonesia continues to grow along with the rapid globalization and free market competition. The increasing number of new hotels with various advantages requires each hotel to have an effective marketing strategy to attract and retain customers. One of the promotional media that is still relevant in today's digital era is brochures. Brochures can convey information about hotel facilities, services, and advantages directly, visually, and easily accessible without relying on an internet connection. This research aims to design a marketing brochure for Duta Syariah Hotel Palembang as one of the effective offline promotional efforts. Through a descriptive approach, this research analyzes the role of brochures in increasing hotel attractiveness, building brand image, and reaching potential guests more personally. The results of this study are expected to be a reference for hotel industry players in designing marketing strategies that are more targeted and in accordance with market needs.

Keywords: hotel, brochure, promotion, Duta Syariah Hotel Palembang

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- My beloved mother, for her unconditional love, prayers, and sacrifices. Since the passing of my father, she has been the foundation of our family, carrying on with strength and dignity. This work is dedicated to her, with the deepest hope that my late father is proud of what I have accomplished.
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TABLE OF CONTENT

COVER PAGE.....	i
APPROVAL PAGE.....	ii
VALIDATION PAGE.....	iii
PLAGIARISM-FREE DECLARATION	iv
PREFACE	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
LIST OF CONTECT.....	viii
LIST OF FIGURES.....	ix
LISTOF APPENDICES	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Research	1
1.2 Problem Identification.....	3
1.3 Problem Scope	3
1.4 Problem Formulation	3
1.5 Development Objective.....	4
1.6 Benefits of Developed Product	4
1.7 Specification of the Developed Product.....	4
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Review	7
2.1.1 Definition and Role of Crafting, Brochure and Hotels.....	7
2.1.2 Marketing Strategies in the Hospitality Industry.....	10
2.1.3 The Role of Brochures in Promotion and Visual Design Principles .	15
2.1.4 Techniques for Preparing Interesting Content	17
2.1.5 Brochure Effectiveness in Enhancing Hotel Attraction and Image...	20

2.2	Review of Relevant Studies.....	21
2.2	Conceptual Framework	22
	2.1.1 Elements in the Conceptual Framework	23
	CHAPTER III RESEARCH METHODOLOGY	23
3.1	Type of Research	23
3.2	Development Procedure	24
3.3	Product Trial Design	27
3.4	Data Collection Techniques.....	28
3.5	Data Analysis Techniques.....	29
	3.1.1 Literature Study	29
	3.1.2 Interview	29
	CHAPTER IV RESEARCH AND DEVELOPMENT RESULTS.....	31
4.1	Result of Initial Product Development.....	31
	4.1.1 Analysis	31
4.2	Validation Results	38
4.3	Product Testing Results	39
4.4	Final Product Review.....	42
	CHAPTER V CONCLUSION.....	45
5.1	Conclusion	45
5.2	Implication	45
5.3	Research Limitations.....	45
5.4	Suggestions for Future Research.....	46

LIST OF FIGURES

Figure 4. 1	33
Figure 4. 2	33
Figure 4. 3	34
Figure 4. 4	34
Figure 4. 5	35
Figure 4. 6	35
Figure 4. 7	37
Figure 4. 8	41
Figure 4. 9	44