

**THE DESIGNING OF BOOKLET FOR THE PROMOTION PLAN OF
TOURISM DESTINATIONS IN PALEMBANG**



**This report is written to fulfill the requirement of the subject on the final
report in English Department**

By

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APPROVAL SHEET
THE DESIGNING OF BOOKLET FOR THE PROMOTION PLAN OF
TOURISM DESTINATIONS IN PALEMBANG



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Palembang, June 2015

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FINAL REPORT

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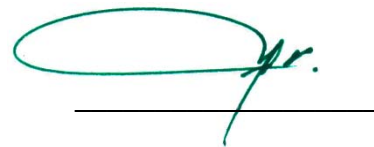
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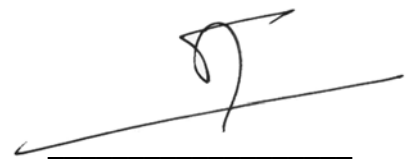
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PREFACE

Thank Almighty Allah swt who has given His blessing to the writer for finishing the Final Report entitled “The Designing of Booklet for Promotion Plan of Tourism Destinations in Palembang” which contains about the process of designing booklet as a product.

In this Final Report, the writer discusses about how to design booklet of tourism destinations in Palembang as a promotion tool to increases the number of visitors. The booklet also contains the detail information about Palembang.

The writer realizes that in this final report is far from perfection. Therefore suggestions and constructive criticism are expected for the perfection of this report.

Hopefully, this report will be useful for readers and the parties who are concerned with the preparation of the report project.

Palembang, June 2015

The Writer

MOTTO AND DEDICATION

Don't stop when you're tired, stop when you're done

~ Manuel Tratter ~

“So, I guess we are who we are for a lot of reasons. And maybe we'll never know most of them. But even if we don't have the power to choose where we come from, we can still choose where we go from there. We can still do things. And we can try to feel okay about them.”

~ Stephen Chbosky ~

Dedicated to:

- **My Parents**
- **My sister**
- **My friends**
- **Everyone who involves in this final report**

ACKNOWLEDGEMENT

Praise to Allah swt, the report is written to fulfill the requirement of final report. Therefore, the writer would like to give thanks to Allah SWT that has given a chance to finish this report. This report is written to fulfill one of the requirements for the sixth semester. In this opportunity, I would like to express deep gratitude to the entire participants during writing this report. I would like to thanks to:

1. Head of English Department, Dra. Tiur Simanjuntak, M. Ed. M who has guided me with her worthy to improve the quality of this final report.
2. Advisors of final report, Drs. Zakaria, M. Pd and Darminiyanti, S.Pd, M.M for their valuable assistance and inspiration to the completion of this final report.
3. My parents and my sister who always give their love, spirit, motivation, patience and willingness for me.
4. My beloved friends, thanks for our togetherness, your attention, and your help to finish this final report.
5. All of the people who help me finish the report

Finally, the writer hopes that this report can give some benefits to those who are concerned in all. However, this report is still far from being perfect, therefore any criticism and suggestion are always welcome.

Palembang, June 2015

The Writer

ABSTRACT
THE DESIGNING OF BOOKLET FOR THE PROMOTION PLAN OF
TOURISM DESTINATIONS IN PALEMBANG

(Siti Alin Nazzala Putri : 101 Pages)

The final report has a title of “The Designing of Booklet for the Promotion Plan of Tourism Destinations in Palembang”. The report discusses about designing the product where the product is in the form of booklet which contains the complete information about tourism destinations in Palembang itself. The purpose of this report is to know how to design the booklet for the promotion plan of tourism destinations in Palembang to increase the number of visitors. There are 8 steps in designing the booklet (1) research and data collecting (2) planning (3) develop preliminary of product (4) preliminary field testing (5) main product revision (6) main field testing (7) final product revision and (8) dissemination and distribution. The result is the booklet as a product to promote the tourism destinations in Palembang to the tourists or visitors to make them interested in visiting Palembang.

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