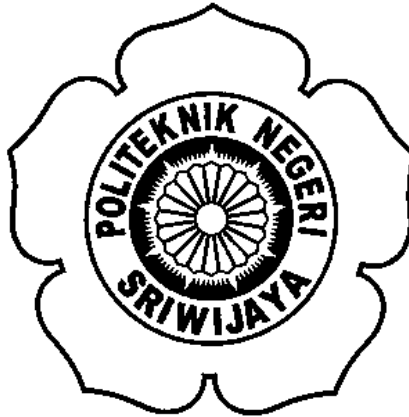


THE WEBSITE OF TOURISM AND CULTURAL DEPARTMENT AS  
THE ELECTRONIC PROMOTION MEDIA OF TOURISM OBJECT  
IN PALEMBANG



**Final Report**

This report is written to fulfil one of the requirements for Diploma III educational accomplishment at English Department

By:

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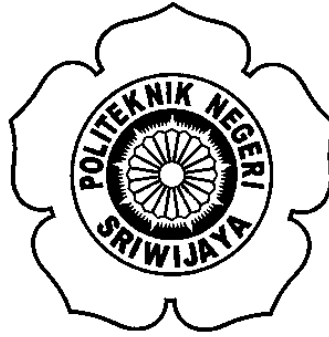
STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2015

## APPROVAL SHEET

THE WEBSITE OF TOURISM AND CULTURAL DEPARTMENT AS THE  
ELECTRONIC PROMOTION MEDIA OF TOURISM OBJECT IN PALEMBANG



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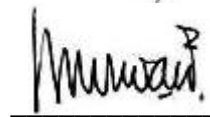
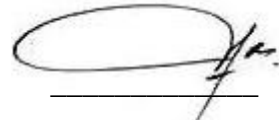
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**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

**2015**

## MOTTO AND DEDICATION

“Don’t aim for success if you want it; just do what you love and believe in, and it will come naturally”

- David Frost

Dedicated to:

- My Beloved Parents
- My Brothers
- My Best Friends
- My Advisors
- My Lecturers
- English Department

## ACKNOWLEDGEMENT

Finally, this final report is completed. Therefore, the writer would like to thank you to almighty god Allah s.w.t for the mercy that has been given to the writer to finish this final report. This final report is written to fulfill one of requirements to pass the Diploma Degree at English Department of State Polytechnic of Sriwijaya. In this opportunity, the writer would like to express deep gratitude to the entire participants for their encouraging, advice, valuable, and guidance during writing this final report. These are my best regards to:

1. Allah s.w.t.
2. Head of English Department, Mrs. Tiur Simanjuntak, M.Ed.M.
3. My first advisor Mrs. Dra. Evi Agustina Sari, M.Pd. who always teach me, help me, support me, and give me advice and knowledge in finishing this final report.
4. My second advisor Mr. Iskandar Rosyidin, S.Pd., M.Pd. who always teach me, help me, support me, and give me advice and knowledge in finishing this final report.
5. My Beloved Parents (Yusrizal. Wr and Rahma) for always praying for me, for being there when I need them and give me attention.
6. My Brothers (M.Ricky Surahman and Harry Wijaya) for always help me collecting the data and supporting me in doing this final report.
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8. All my friends at English Department especially from 6BIA class for the help, support, and share information.
9. Mrs. Lina who always give me permission to do my final report and read many references at library of English Department.

10. All the lecturers and staffs of English Department.

Finally, the writer would like to thank to all parties who have helped me and given contribution during writing this final report. The writer hopes this report may give some benefits and contribution. However, this report is still far from being perfect. Therefore, some comments and suggestions are always welcomed to make this final report be better.

The Writer

## PREFACE

First of all, I would like to express my gratitude to almighty Allah s.w.t for giving me blessing and mercy to the writer in finishing this final report which titled “*The Website of Tourism and Cultural Department as the Electronic Promotion Media of Tourism Object in Palembang*” on time. I also would like to send regards to my prophet Muhammad s.a.w who has inspired me to keep struggling in finishing this final report. The purpose of this writing is to fulfill the requirement to finish the education at State Polytechnic of Sriwijaya in English Department.

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Finally, the writer realizes that writing this report, still far from perfect, so comments, criticism, and suggestion from the reader are always gladly accepted in order to make this final report be better and useful for all the parties whether the lecturers and also the students.

Palembang, June 2015

The Writer

## ABSTRACT

### THE WEBSITE OF TOURISM AND CULTURAL DEPARTMENT AS THE ELECTRONIC PROMOTION MEDIA OF TOURISM OBJECT IN PALEMBANG

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(Dinni Dwitasari, 2015, 33 Pages, 1 Chart)

The objective of this project is to find out how the website of the Tourism and Cultural Department of Palembang designed as the electronic media of promotion. The subject was the website of Tourism and Cultural Department of Palembang. The writer used qualitative method. The research methodologies of this project are Documentation and Interview about the website of Tourism and Cultural Department of Palembang. Based on the findings, the writer got the result that principles in designing a website are fulfilled by the website of Tourism and Cultural Department, they are; the website was made by professional, the provider of the website always learn about the website, the corporate culture believes in web-marketing, the contact address is put on the website, the website has credibility, the website is also updated periodically, the Tourism and Cultural Department is aware of the customer expectation, the website has intellectual property, the website is intuitive and simple, the features are exposed on the website and the website is tested early and tested often.

**Keywords:** *tourism, website, electronic media, promotion*



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