

**PROMOTION MEDIA APPLIED AT
SULTAN MAHMUD BADARUDDIN II MUSEUM**



**This report is written to fulfill one of the requirements for Diploma III
of English Department**

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

2015

**PROMOTION MEDIA APPLIED AT
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**PROMOTION MEDIA APPLIED AT SULTAN MAHMUD
BADARUDDIN II MUSEUM**

FINAL REPORT

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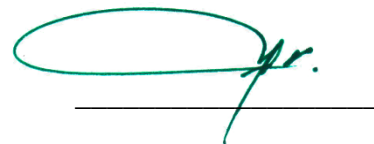
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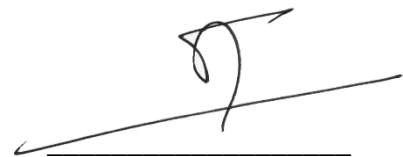
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PREFACE

First of all, the writer would like to praise Allah s.w.t for giving the blessing in order to finish this final report which entitled “Promotion Media Applied at Sultan Mahmud Badaruddin II Museum. This report describes the information about promotion media that has been applied by museum and the obstacles faced by the authority of Sultan Mahmud Badaruddin II Museum..

The writer realizes that this final report is not perfect yet because of the limitation of time and knowledge. Therefore, the writer receives comments and suggestion from readers for this final report. The writer hopes that this report is useful for students of English Department, State Polytechnic of Sriwijaya.

Palembang, June 2015

The Writer

**PROMOTION MEDIA APPLIED AT
SULTAN MAHMUD BADARUDDIN II MUSEUM**

ABSTRACT

(Putri Andriani, 2015, 36 pages, 14 photos)

This research entitled “Promotion Media Applied at Sultan Mahmud Badaruddin II Museum”. The problem of this research were: “what kinds of promotion media are applied at Sultan Mahmud Badaruddin II Museum?” ; and “ what are the obstacles faced by the authority in promoting Sultan Mahmud Badaruddin II Museum?”. The method that the writer used was descriptive method to investigate the problems above. The subject of this research were three officers of Sultan Mahmud Badaruddin II Museum and one staff of Tourism and Culture Office of Palembang city. Meanwhile, the object if this research was the archive in the form of photographs and other written data. The writer collected the data by doing interview, observation and documentation. The writer used descriptive method to analyze the data. The results of the study, showed that Sultan Mahmud Badaruddin II Museum has some promotion media to promote museum to the society. The promotion media used by museum were promotion by using printed media (banner, brochure, booklet, and guide book), social media (website, blog, and facebook) and other media (joining exhibition, and selling souvenir). Meanwhile, in doing promotion, museum has two problems, they are budgeting and operational facilities.

Keywords: Promotion strategies, sultan mahmud badaruddin II museum.

Motto and Dedication

"Work hard, play hard"

-The Writer-

Dedicated to:

- ***My beloved father, Edy Yuniarto and my beloved mother, Dahlia.***
- ***My beloved brothers, Wahyu Hidayat, Dany Setiawan and my beloved sister, Kartika Sri Utami***
- ***My advisors, Dra. Sri Endah Kusmartini, M.Pd and Yusri, S.Pd, M.Pd.***
- ***My friends, Diah, Yully, Dwi, Alin and 6BB class.***

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1. My beloved parents, my brothers and my sister, thank you for all supports, love and prays to me.
2. Dra. Tiur Simanjuntak, M.Ed.M. as the Head of English Department. All of my lovely lectures and administration staffs of English Department. Thank you for giving me the best knowledge in my college life. I greet you million thanks.
3. Dra. Sri Endah Kusmartini, M.Pd and Yusri, S.Pd, M.Pd as my first and second advisor. Thank you for the patience, corrections, suggestions and guidance during the consultation.
4. All of staffs at SMB II Museum, thank you for allowing me to get information about museum.
5. My beloved friends, Diah, Yully, Dwi and Alin, and my friend in 6BB class, thank you for your attention and help. Furthermore, thank you for always filling my day with happiness, something funny, laughter and sharing both happiness and sadness during our college.

Palembang, June 2015

The Writer

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