

FINAL REPORT

DEVELOPING BILINGUAL WEBSITE CONTENT TO PROMOTE WATERPARKS AS A RECREATIONAL TOURISM DESTINATION IN PALEMBANG



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

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APPROVAL PAGE

The Final Report titled:

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WATERPARKS AS A RECREATIONAL TOURISM DESTINATION IN
PALEMBANG** prepared by Amalia Hayyu Alditria (NIM 062330901777) has
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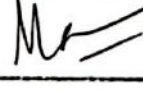


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Palembang, 24th June 2026



Amalia Hayyu Alditria

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PREFACE

First, the writer would like to thank Allah SWT for His blessings and guidance in completing this final report. The writer is grateful to have completed the graduation requirement by finishing this final report, entitled “Developing Bilingual Website Content to Promote Waterparks as a Recreational Tourism Destination in Palembang,” which fulfills the requirements of the Diploma III English Study Program at Politeknik Negeri Sriwijaya. The writer would also like to thank those who have supported and guided the writer in completing this final report, especially the writer’s supervisors who have given their time, advice, and guidance throughout the process. Finally, the writer realizes that this final report is still not perfect. Therefore, constructive suggestions and feedback are highly appreciated for further improvement. The writer hopes that this report can be useful for readers and provide benefits, especially for those who are interested in tourism promotion and website content development.

Amalia Hayyu Alditria

ABSTRACT

This final report focuses on developing bilingual website content to promote waterparks as recreational tourism destinations in Palembang. The objective of this study was to develop a bilingual website content to promote waterparks as a recreational tourism destination in Palembang that provides clear, structured, and accessible tourism information in Indonesian and English for both local and international visitors. This study employed a qualitative Research and Development (R&D) method adapted from Gall et al. (2003). The development process consisted of six stages: preliminary study, content planning and drafting, website development, expert validation and feedback, design revision, and design finalization. Data were collected through observations and interviews and were analyzed using the qualitative data analysis model proposed by Miles and Huberman (1994). The developed website was validated by three experts consisting of an Indonesian language expert, an English language expert, and a website design expert. The results show that the bilingual tourism website of waterparks in Palembang was successfully developed and met the standards of Indonesian language, English language, and website design. In conclusion, the developed bilingual website can be used as a digital promotional medium to introduce waterparks in Palembang to both local and international visitors.

Keywords: *bilingual content, tourism promotion, translation, waterpark tourism, website*

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The writer realizes that this final report is still not perfect. Therefore, constructive suggestions and feedback are highly appreciated for further improvement.

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