

FINAL REPORT

DEVELOPING AN E-BOOKLET TO PROMOTE KAMPUNG KAPITAN AS KAMPUNG PEMPEK IN PALEMBANG



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

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The Final Report titled:

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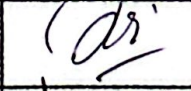
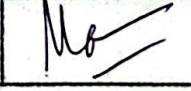


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PLAGIARISM-FREE DECLARATION

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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, 23 June 2026



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PREFACE

The writer would like to express her gratitude to Allah SWT for the blessings and good health that have enabled the completion of this final report entitled Developing an E-Booklet to Promote Kampung Kapitan as Kampung Pempek in Palembang. This report is submitted to fulfil one of the academic requirements to obtain a Diploma degree from the Language and Tourism Department at Politenik Negeri Sriwijaya.

This final report presents the development of an e-booklet promoting Kampung Kapitan as Kampung Pempek in Palembang using the Research and Development (R&D) method. The e-booklet provides information about the history Kampung Kapitan, menu, prices, tourist routes, and distinctiveness. The development process was carried out by adopting the Research and Development model by Sukmadinata (2017).

The writer realizes that this final report is not without limitations and may still contain shortcomings due to the writer's limited knowledge and experience. Therefore, constructive suggestions and criticism are sincerely welcomed for future improvement. Finally, the writer hopes that this final report will provide valuable information and serve as a useful reference for readers, particularly those interested in the culinary tourism potential of Kampung Kapitan in Palembang.

Annisa Dhiya Abelia

ABSTRACT

This final report discusses the development of an e-booklet to promote Kampung Kapitan as a Kampung Pempek in Palembang. The writer employed the Research and Development (R&D) method, as described by Sukmadinata (2017), which consists of three stages: preliminary study, model development, and final testing. In the preliminary study stage, data were collected through a literature study from journal articles and YouTube videos and field observations conducted at Kampung Kapitan, and interviews with the owner of a local pempek shop. The data were analyzed using thematic analysis by identify, organize, and interpret recurring themes from the literature review, observations, and interviews. The findings from the thematic analysis were used as the basis for developing the e-booklet entitled “*Pempeknyo Wong Kito: The Taste of Kampung Kapitan*”. The e-booklet introduces Kampung Kapitan as a Kampung Pempek by presenting its history, menu, distinctiveness, and tourist routes. The draft of the e-booklet was reviewed by four experts: an English linguistics expert, an Indonesian grammar expert, a design expert, and a tourism content expert. They provided suggestions to improve the language, grammar, design, and content of the e-booklet. The e-booklet is expected to raise awareness of this lesser-known tourism destination by providing a more attractive, informative, and easily accessible source of information for visitors.

Keywords: *e-booklet, kampung kapitan, R&D Method, tourism promotion*

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