

# **FINAL REPORT**

## **WRITING AN E-BOOKLET OF THE BATIK TO PROMOTE LOCAL CULTURE FROM PALI**



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

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2026**

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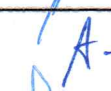
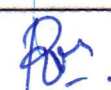
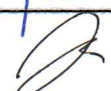
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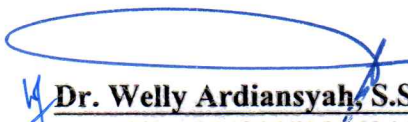
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Palembang, 26th June 2026



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## PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT. For giving the health, strength, and opportunity to finish this final report with the title “*Writing an E-Booklet of the Batik to Promote Local Culture From Pali*” as one of the requirements to complete the Diploma III program of the Language and Tourism Department at the Politeknik Negeri Sriwijaya.

In addition to being one of the media In this process of writing this final report, the writer receives a lot of support, encouragement, and support from various people. Because of this, the writer would like to express thank you that is still very important to the advisor, Family and friends to provided motivation and support during this process.

According to the writer, this Final report still has a lot of problems. Therefore, the writer sincerely welcomes constructive criticism and suggestions from readers to help improve the work in the future. to help promote Batik PALI as a regional heritagr, the writer hopes that this final report would be beneficial to readers and increase their insight.

Shelly Ananda Putri

## ABSTRACT

The objective of this study is to create an electronic booklet as a tool for promoting batik. This product was developed using the 4D model (Define, Design, Develop, and Disseminate) in Research and Development (R&D). The e-booklet script was designed using the AIDA (Attention, Interest, Desire, Action) writing model to ensure persuasive and engaging content, and the e-booklet development process followed Tunnga et al. (2025). The development process began with needs analysis, literature review, documentation, observation, and communication with language, script, and design experts. The result is an e-booklet containing information about Pali Batik, including its history, motifs, philosophical meanings, and cultural values. The product was evaluated through expert validation involving a language expert, a script expert, and a design expert. The language expert assessed grammar, vocabulary, clarity, and readability. The script expert evaluated the organization of the content, the application of the AIDA model, and the effectiveness of the persuasive language. The design expert reviewed the layout, typography, color selection, illustrations, and overall visual appearance of the e-booklet. The suggestions from all experts were used to revise and improve the product before the final version was produced. The validation results showed that the e-booklet was appropriate for use as a promotional medium. The findings indicate that the developed e-booklet can be used to introduce Pali Batik to English Department students and increase their awareness of Indonesian cultural heritage. This e-booklet is expected to be an effective digital tool for promoting cultural heritage, especially in the digital era

**Keywords:** *batik pali, e-booklet, promotion, script, writing*

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3. Head of Study Program of DIII English Study, Ms. Wirda Ningsih, S.Pd., M.A.
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