

FINAL REPORT

CREATING A COPY FOR SNAKEHEAD FISH PEMPEK BOOKLET AT KAMPUNG PEMPEK 26 ILIR PALEMBANG



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

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POLITEKNIK NEGERI SRIWIJAYA
2026**

APPROVAL PAGE

The Final Report titled:

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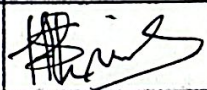
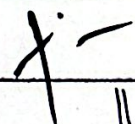
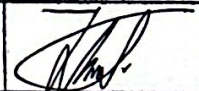


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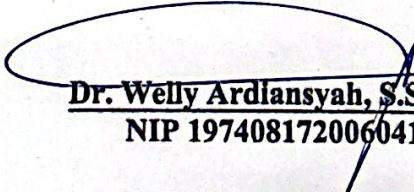
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PLAGIARISM-FREE DECLARATION

I the undersigned,

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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, 24th June 2026



Nissya Nurul Adilah

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PREFACE

First of all, the writer would like to express gratitude to Allah SWT for His blessings and mercy, so that this final project entitled “Creating a Copy for a Snakehead Fish Pempek Booklet in Kampung Pempek 26 Ilir Palembang” could be completed successfully. This final project was prepared as a partial fulfillment of the requirements for completing the study.

The writer would like to express sincere appreciation to all parties who contributed to the completion of this final project. Special thanks are addressed to the advisor for the guidance, support, and valuable suggestions throughout the writing process. The writer also extends gratitude to the owner and staff of Kampung Pempek 26 Ilir Palembang for providing the opportunity, data, and information needed to develop the booklet.

In addition, the writer would like to thank family and friends for their support, encouragement, and motivation throughout the completion of this project. Without their support, this final project would not have been completed successfully.

The writer realizes that this final project is still far from perfect. Therefore, constructive criticism and suggestions are highly appreciated for future improvement. Hopefully, this final project can be useful as an informational booklet to introduce the stores that sell Snakehead Fish Pempek at Kampung Pempek 26 Ilir Palembang and provide useful information for local and international visitors.

ABSTRACT

This final project aims to develop copywriting for an English informational booklet about the stores that sell Snakehead Fish Pempek in Kampung Pempek 26 Ilir Palembang. This study used the Research and Development (R&D) method with the ADDIE model, which includes Analysis, Design, Development, Implementation, and Evaluation. Data were collected through observation, interviews, and documentation. The results showed that there was no English booklet that provided complete information about Snakehead Fish Pempek and the stores in Kampung Pempek 26 Ilir. Therefore, the writer developed an English informational booklet using clear and interesting copywriting with an attractive design. The booklet contains information about Kampung Pempek 26 Ilir, the stores, Snakehead Fish Pempek, its ingredients, production process, benefits, and unique characteristics. The booklet was validated by content and design experts, and the results showed that it is suitable to be used as an informational medium. It is expected that this booklet can help local and international visitors learn more about Snakehead Fish Pempek and the stores at Kampung Pempek 26 Ilir Palembang.

Keywords: *booklet, copywriting, informational media, snakehead fish pempek, kampung pempek 26 ilir.*

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