

FINAL REPORT

WRITING E-BOOKLET OF BALAPUTRADEWA MUSEUM AS A 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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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA**

2026

APPROVAL PAGE

The Final Report titled:

**WRITING E-BOOKLET OF BALAPUTRADEWA MUSEUM AS A
TOURISM DESTINATION IN PALEMBANG** prepared by **Chelsea
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PLAGIARISM-FREE DECLARATION

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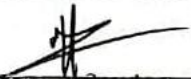
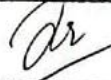
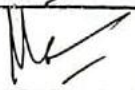


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VALIDATION PAGE

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**WRITING E-BOOKLET OF BALAPUTRADEWA MUSEUM AS A
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PREFACE

This final report entitled “*Writing E-Booklet of Museum Balaputradewa Palembang as a Tourism Department in Palembang*,” explained the process of creating an e-booklet as a promotional media to support tourism in Palembang. In today’s digital era, e-booklets became one of the effective ways to share information in a simple, interesting, and easy-to-understand format. Through this project, Museum Balaputradewa was introduced as one of the historical tourism destinations that has great potential to attract visitors.

This final report discusses several important steps in making the e-booklet, starting from developing the concept, organizing the content, designing the layout, until determining the promotion strategy. All of these steps are explained further in the following chapters.

The writer realizes that this final report is still not perfect. Therefore, suggestions and feedback are very welcome to improve this work. Hopefully, this final report can be useful and give a positive contribution in promoting Museum Balaputra Dewa Palembang through creative digital media.

Chelsea Prezellya

ABSTRACT

This study aimed to develop an e-booklet for Museum Balaputradewa Palembang as a promotional medium to support tourism in Palembang. This study employed the Research and Development (R&D) method. Data were collected through observation, interviews, and documentation to obtain information regarding the museum's history, collections, facilities, and promotional needs. The product development process included identifying the target audience, organizing the content, designing the layout, and revising the draft to ensure that the information was clear, attractive, and easy to understand. The result of this study was a well organized and ready to use e booklet that presents Museum Balaputradewa as an appealing cultural and historical tourism destination. The e-booklet was designed to support digital promotion through online platforms and is expected to increase public interest in visiting Museum Balaputradewa Palembang.

Keywords: *balaputradewa museum, e-booklet, tourism promotion, writing*

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