

FINAL REPORT

WRITING A BLOG SCRIPT TO PROMOTE ILIR CAFE IN PALEMBANG



**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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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.

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Palembang, 25th June 2026



Feliza Fitri Alisa

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PREFACE

First of all, the writer would like to express deepest gratitude to Allah SWT. for His grace, mercy, and guidance which allowed the writer to complete the final report entitled “Writing a Blog Script to Promote Ilir Cafe in Palembang”. This final report is prepared as part of the academic requirements to obtain a Diploma degree in the Department of Language and Tourism at Politeknik Negeri Sriwijaya. The study focuses on writing a blog script as digital marketing strategy, particularly in promoting a coffee shop through engaging and structured content.

The completion of this report would not have been possible without the support and encouragement from various parties. The writer realizes that this report still has limitations and is open to constructive feedback for further improvement. It is hoped that this report can contribute to the understanding of blog-based digital marketing and provide useful references for future studies.

Palembang, 25 June 2026

Feliza Fitri Alisa

ABSTRACT

The rapid growth of the coffee shop industry has increased competition among businesses, requiring effective promotional strategies to attract customers. Ilir Cafe, a riverside coffee shop in Palembang, has unique attractions but still relies primarily on social media for promotion, which provides limited information about the café. Therefore, this study aimed to develop a blog script to promote Ilir Cafe in Palembang. This study employed the Research and Development (R&D) method adapted from Sukmadinata (2017), consisting of three stages: preliminary study, model development, and final product testing. The unit of analysis was the promotional blog script developed for Ilir Cafe. Data were collected through observation, interviews, documentation, expert validation, and wider testing questionnaires, and were analyzed using descriptive qualitative analysis. The final product of this study was a blog script entitled “The Charm of the Musi River and the Ampera Bridge from Ilir Cafe.” The limited testing involved validation by an Indonesian Language Expert, an English Language Expert, and a Blog Content Expert, while the wider testing involved one blogger and 20 students from the English Department of Politeknik Negeri Sriwijaya. The findings indicated that the developed blog script was informative, well organized, linguistically appropriate, and suitable as a digital promotional medium. Revisions based on experts' feedback improved the clarity, accuracy, completeness, and promotional value of the blog. It is recommended that the blog be utilized as a digital promotional medium and be further developed through regular content updates, additional blog posts, interactive features, and other digital promotional media to enhance its effectiveness.

Keywords: *blog script, coffee shop, ilir cafe, promotional blog, research and development (r&d).*

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