

FINAL REPORT

**DESIGNING A BOOKLET TO PROMOTE KAMPUNG ARAB
AS ONE OF TOURISM DESTINATIONS IN PALEMBANG**



**This report is written to fulfill to requirement of final report
subject at English Department State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

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APPROVAL SHEET

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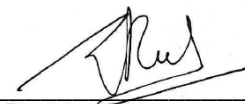
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6. And other people who had helped me to finish m final report that I could not write one by one. Thanks a lot.

The writer believes this final report can give a good benefit and also great contributions by produced a booklet as a promotion medium of Kampung Arab for the Government and Tourism Department of South Sumatera, the students in English Department, and also the readers.

Palembang, August 2016

The Writer

PREFACE

Thank Almighty Allah SWT who has given His blessing to the writer for finishing the Final Report entitled “Designing a Booklet To Promote Kampung Arab as One of Tourism Destination in Palembang” which contains about the process of designing booklet as a product. In this Final Report the writer discussed about how to design a booklet to promote Kampung Arab as a promotion tool to increase the number of visitors. The booklet also contains the detail information about Kampung Arab in Palembang. The writer realizes that in this final report is far from perfection. Therefore suggestions and constructive criticism are expected for the perfection of this report. Hopefully, this report will be useful for the readers and the parties who are concerned with the preparation of the report project.

Palembang, July 2016

The Writer

ABSTRACT

DESIGNING A BOOKLET TO PROMOTE KAMPUNG ARAB AS ONE OF TOURISM DESTINATION IN PALEMBANG

(Nur Aisyah Prihatini, 2016, 37 pages, 27 pictures)

Palembang is a city which is famous with Ampera as the icon and popular tourism destination. There are some destination in Palembang that had not exist in tourist visiting for example Kampung Arab as a new destination. It was caused the lack of promotion for those destination. This situation made the writer as the young generation interested in giving an alternative of promotion media to promote Kampung Arab Palembang. The problem of this final report is “How to design a booklet to promote Kampung Arab as one of tourism destination in Palembang?”. In the whole of the activities to design a booklet, there are several procedures that should be followed by the writer. In short, the booklet can be used as promotion media to promote Kampung Arab because the booklet has complete information that fulfilled the elements in there. So it has a potency to attract the tourist to visit Kampung Arab, besides becoming a promotion media, it also becoming a guideness for the tourists.

Keywords: tourism destination, promotion media, design, booklet

TABLE OF CONTENTS

TITLE SHEET	i
APROVAL SHEET.....	ii
APROVAL SHEET BY EXAMINER.....	iii
ACKNOWLEDGEMENT.....	iv
PREFACE.....	v
ABSTRACT	vi
TABLE OF CONTENTS.....	vii
LIST OF PICTURE	ix
 CHAPTER I : INTRODUCTION	
1.1 Background	1
1.2 Problem Formulation	3
1.3 Purposes	3
1.4 Limitation.....	3
1.5 The benefits.....	3
 CHAPTER II : LITERATURE RIVIEW	
2.1 Tourism	4
2.1.1 Kinds of Tourism	4
2.2 Tourism Destinations	5
2.3 Promotion.....	6
2.3.1 The Kinds of Promotion.....	7

2.3.2 The purpose of Promotion.....	8
2.4 Booklet	9
2.4.1 Advantages of Booklet.....	10

CHAPTER III : RESEARCH METHODOLOGY

3.1 The Method of Research	13
3.2 Place of Research	16
3.3 Population and Sample of Research.....	16
3.4 Technique of Collecting Data	17
3.5 Technique for Analyzing Data.....	18

CHAPTER IV : FINDING AND DISCUSSION

4.1 Finding and Discussion.....	19
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CHAPTER V : CONCLUSION AND SUGGESTION

5.1 Conclusion	37
5.2 Suggestion.....	37

REFERENCES

APPENDICES

LIST OF PICTURES

Picture 1. The Example of Booklet.....	9
Picture 2. The Example of Booklet.....	10
Picture 3. Front and Back Cover of First Draft	20
Picture 4 Table of Content of First Draft	21
Picture 5 History Page of First Draft.....	22
Picture 6 The People Page of First Draft	22
Picture 7 Various of Kampung Arab Palembang Page of First Draft	23
Picture 8 Culture Page of First Draft.....	24
Picture 9 Art Page of First Draft	24
Picture 10 Traditional Food Page of First Draft.....	25
Picture 11 Map Page of First Draft	25
Picture 12 Biography Page of First Draft.....	26
Picture 13 Background in Limited Trial	27
Picture 14 Front Cover in Limited Trial	27
Picture 15 Layout Revision in Wider Trial	28
Picture 16 Page 11 Revision in Wider Trial.....	29
Picture 17 Page 15 Revision in Wider Trial.....	30
Picture 18 Front and Back Cover of Last Product	31
Picture 19 Table of Content of Last Product.....	31
Picture 20 Page 3 & 4 of Last Product.....	32
Picture 21 Page 5 of Last Product.....	33
Picture 22 Page 6, 7, & 8 of Last Product.....	34
Picture 23 Page 10 & 11 of Last Product.....	34

Picture 24 Page 12 of Last Product.....	35
Picture 25 Page 13 of Last Product.....	35
Picture 26 Page 14 of Last Product.....	36
Picture 27 Page 15 of Last Product.....	36