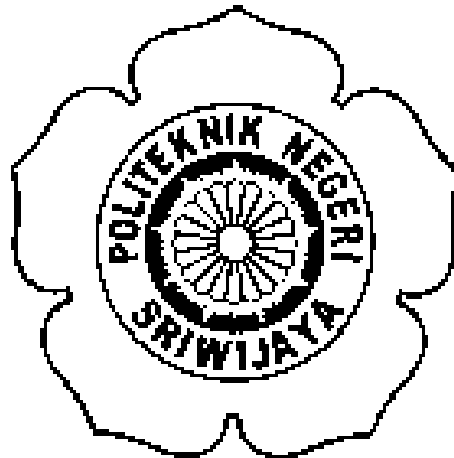


FINAL REPORT

**THE PROMOTION EFFORTS IN SUPPORTING THE POTENCY OF
TELUK GELAM LAKE AS TOURISM DESTINATION**



**This report is written to fulfill the requirement of Diploma Graduation in
English Department at State Polytechnic of Sriwijaya**

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2016**

APPROVAL SHEET

**THE PROMOTION EFFORTS IN SUPPORTING THE POTENCY OF
TELUK GELAM LAKE AS TOURISM DESTINATION**





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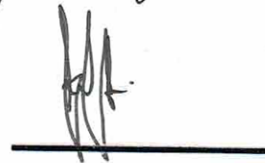
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PREFACE

From all graces which have been descended, the writer would like to perform gratitude to ALLAH SWT for the mercy that has been given to the the writer so that the writer could finish the final report. The writer also would like to express the warm east gratitude to the noble prophet Muhammad SAW, for warning and remembering every kidness or fault occured. Eventually, this report is written to fullfill the requirement of Final Report subject at State Polytechnic of Sriwijaya which entitled “*The Promotion Efforts in Supporting the Potency of Teluk Gelam Lake as Tourism Destination*”.

The writer considers that there are still some mistakes in writing this report, it is caused by the limitation in experiencies, ability and knowledge the writer has. Therefore, the writer would like to have any suggestions and comments to make this report better on the future by sending email at desiutm@ymail.com. Finally, the writer expects that this report can give advantages and usefulness especially for the students of English Department at State Polytechnic Sriwijaya.

Palembang, 22 July 2016

The Writer

ABSTRACT

THE PROMOTION EFFORTS IN SUPPORTING THE POTENCY OF TELUK GELAM LAKE AS TOURISM DESTINATION

(Desi Utami, 2016, 26 pages , 12 pictures)

The title of the final report is “The Promotion Efforts in Supporting the Potency of Teluk Gelam Lake as Tourism Destination”. The purpose of this final report is to identify potency of Teluk Gelam Lake as tourism destination in South Sumatera. Besides that the writer wants to identify the promotion effort done by local government and management of Teluk Gelam Lake. The data were collected by using interview, observation and questionnaire. The result shows that there were some strengths supported Teluk Gelam Lake as a tourism destination, such as the existence of what to do, what to see, and what to stay. While the local government and management promotion of Teluk Gelam Lake has done promote Teluk Gelam Lake by brochures, newspaper, website and radio as media promotion. Besides that Gelam Lake is still needed the right and complete promotion to make people know that Teluk Gelam Lake is as the water tourism destination and to despise them to visit.

MOTTO AND DEDICATION

Don't lose the faith, keep praying, keep trying!

Dedicate to :

- My Parents
- My Family
- My lectures

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