

FINAL REPORT

CALENDAR AS A TOURISM PROMOTION MEDIUM

TO PROMOTE TOURISM DESTINATIONS IN PALEMBANG



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

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PALEMBANG

2016

APPROVAL SHEET
CALENDAR AS A TOURISM PROMOTION MEDIUM
TO PROMOTE TOURISM DESTINATIONS IN PALEMBANG



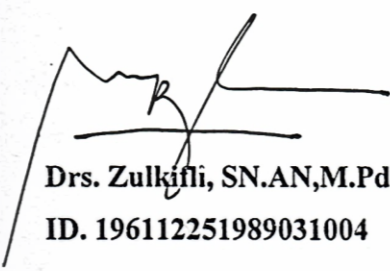
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**CALENDAR AS A TOURISM PROMOTION MEDIUM
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Final Report

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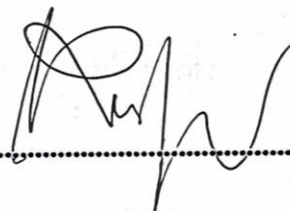
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2016

MOTTO AND DEDICATION

Motto:

***“Do not worry about your fearness of tomorrow, because it is going to ruin
your happiness today”***

- Anggi Melinda Sari –

This final report dedication to:

Allah S.W.T

My parents

My friends at English Department 2013 State Polytechnic of Sriwijaya

My best friends that Called “Sahabat”

My lecturers at English Department State Polytechnic of Sriwijaya

Anggi Melinda Sari

PREFACE

First of all, the writer would like to thank Allah SWT for the mercy that has been given to the writer so that the writer could finish the Final Report. The writer also would like to express the warmest gratitude to the prophet Muhammad SAW for warning and remembering every kindness of fault occurred. Eventually, this report is written to fulfil the requirement of Final Report at State Polytechnic of Sriwijaya Palembang entitled “Calendar as A Tourism Promotion Medium to Promote Tourism Destinations in Palembang”.

The writer would also like to thank all people who had helped finishing this report because without their helps, motivation and concealing, this report will not be finished. Therefore, any suggestions and critics are always welcome. The writer also expects that this report can give advantages for readers, especially the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2016

The Writer

ACKNOWLEDGMENT

First of all, the writer would like to say thank to Allah SWT, God of the universe. In this moment, the writer would like to thank to everyone who has given many contributions in this final report:

1. Mr. Totok Sudarto and Mrs. Rusnawati, thank you for being the great parents to support the writer in every single moment.
2. My sisters Santi Wulandari and Ajeng Putri Astuti, thank you to motivate the writer to do the best and try to be the good model as the older.
3. Mr. M. Nadjmuddin, the Head of English Department.
4. Mr. Zulkifli Surya as the first advisor, and Mr. Sunani as the second advisor. Thank you for your corrections, time, suggestions, advice, support and spirit in guiding patiently during the consultation.
5. All the lecturers and staffs in English Department who have educated and helped patiently.
6. Mr. Ir. Rusman Nasution and Mr. Erfadi from Tourism and Cultural Office of Palembang city, Mr. Dadang Wahyudi from Tourism and Cultural office of South Sumatera Province and Mr. Elyas Nur Kholik S.I Kom from Cera Production for the time and kindness.
7. All friends in 6BB. The great laugh, moment, weird things who had given that unforgettable during studying in English Department State Polytechnic of Sriwijaya. Especially “Sahabat” Kartika, Susanti, Arif, Icha, Rika, Tiara and Sarah.
8. All parties who helped to finish this final report.

Palembang, July 2016

The Writer

ABSTRACT

CALENDAR AS A TOURISM PROMOTION MEDIUM TO PROMOTE TOURISM DESTINATIONS IN PALEMBANG

(Anggi Melinda Sari, 2016, 69 Pages, 94 Pictures)

This research aims to produce a product of calendar as a tourism promotion medium to promote tourism destinations in Palembang. Research and Development Modification method by Sukmadinata is used in this research. The problems are “How to design calendar as a tourism promotion medium to promote tourism destinations in Palembang?” and “what are the advantages of using calendar as tourism promotion medium?”. The purposes of this research are to know how to design calendar as a tourism promotion medium to promote tourism destinations in Palembang and to know the advantages of using calendar as tourism promotion medium. There are three steps of making this calendar, they are literature study, model development and final product. The result is the calendar as a tourism promotion medium and the writer found the advantages of using calendar as tourism promotion medium. The conclusion and suggestion in this calendar can be used as a tourism promotion medium and has several advantages, government should innovative in providing the promotion media of tourism destination in Palembang.

Keywords: Calendar, Tourism Promotion, Promotion Medium, Tourism Destinations in Palembang.

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