

FINAL REPORT
PROMOTION MEDIA USED IN TAMAN WISATA ALAM PUNTI KAYU
PALEMBANG



This report is written to fulfill the requirement of final report subject at Polytechnic of
Sriwijaya

By:

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POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET
PROMOTION MEDIA USED IN TAMAN WISATA ALAM PUNTI KAYU
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Palembang, July 2017

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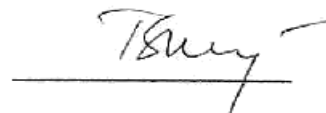
APPROVAL SHEET OF EXAMINERS
THE PROMOTION MEDIA USED IN TAMAN WISATA ALAM PUNTI
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ENGLISH DEPARTMENT
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PALEMBANG
2017

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the mercy and bless that has given to the writer. Therefore, the writer could finish the final report. This report is written as one of the requirements to finish Diploma study at English Department which is entitled “Promotion Media Used in Taman Wisata Alam Punti Kayu Palembang.” This final report describes about the descriptive method; the promotion media that are used in Taman Wisata Alam Punti Kayu and obstacles faced by TWA Punti Kayu in promoting TWA Punti Kayu to visitors.

The writer considers that in writing this final report still has many insufficiencies and it is not exactly perfect. This is because the limitation of financial, experience and ability the writer has. Therefore, the writer expects the readers can give suggestion and critics for this final report.

Finally, the writer expects that this report can give advantage and usefulness especially for the students of English Department to expand their knowledge about the promotion media used in Taman Wisata Alam Punti Kayu Palembang.

Palembang, July 2017

The Writer

(Destina Wahyuni)

ACKNOWLEDGEMENT

First of all, I would like to express gratitude to Allah that has given me the Mercy, the grace, the grand and bless, so writer can finish this final report.

This final report is to fulfill the requirement for Diploma study of English Department of the Polytechnic of Sriwijaya Palembang. In this occasion, I would like to say many thanks for the support of many people during writing this final report.

I finished this final report because of the help from every aspect which cannot be explained one by one. I also want to say thanks to every people who help me to finish this final report. I want to say thanks to:

1. The Head of English Department of Polytechnic of Sriwijaya Palembang, Drs. M. Nadjamuddin M.A
2. My Advisors Dra. Evi Agustina Sari, M.Pd and Mr. Moehamad Ridhwan, S.Pd, M.Pd for their supervision during the consultation and support to finish the final report.
3. My Academic Advisor of 6 BC Class, Sri Gustiani, M.TESOL., Ed.D.
4. All the lectures and Staff Administration of English Department who have educated and helped patiently.
5. My beloved parents Mr. Mahmud Raden Mansyur and Mrs. Nauroh. I am so grateful to have you all.
6. My beloved brother Agus Kurdiansyah, thank you for giving support and wishes.
7. My all beloved friends, Galuh, Intan, Shela. Thank you for always giving me support during do the final report.
8. All friends in DERIRO, SEKUAT, DESELIN Squad, and 3DERA groups. Thanks for the suggestions, help and support.
9. All friends in 6BC class and Amateur Travelers group. Thanks for the joke, help, suggestions and support. I hope we can be success together in the future.

Finally, I would like to thank to all parties who helped and gave contribution directly and indirectly during writing the final report from BKSDA South Sumatera Province, Mrs. Juju, Ms. Listiany and Mr. Hafis also from PT. Indosuma Putra Citra, Mr. Antoni, Mr. Sarjito, and Mr. Raden.

Palembang, July 2017

The Writer

(Destina Wahyuni)

ABSTRACT

PROMOTION MEDIA USED IN TAMAN WISATA ALAM PUNTI KAYU PALEMBANG

(Destina Wahyuni, 2017: 31 Pages, 10 Pictures)

The title of this final report is The Promotion Media Used in Taman Wisata Alam Pundi Kayu Palembang. In this final report, the writer makes two problem formulations, they are “what promotion media are used in TWAPK and what are the obstacles faced by TWAPK in promoting TWAPK?” Also, the purposes of this final report are to know the promotion media that are used in TWA Pundi Kayu and obstacle faced by TWA Pundi Kayu in promoting TWA Pundi Kayu to visitors. Besides, the benefit is to give information and knowledge to the English Departments Students about the promotion media of TWAPK which attracts visitors from Palembang or outside Palembang.

The data were collected by using interview and documentation. The results show that the promotion media have been used in TWA Pundi Kayu were *brochures, banners, newspapers, radio, television, promotion to hotels, schools, institutes, official website* of TWA Pundi Kayu and also the *social media* like *Instagram*. Meanwhile, TWA Pundi Kayu faced a bit of obstacles in promoting TWA Pundi Kayu to visitors.

After that, the data were sorted and summarized by paraphrasing the information so that the information is easy to understand. Finally, all final data were input by writing all the fixed data after being sorted in information details and articles. Then, the results were then posted in this final report.

Keyword: Promotion Media, Taman Wisata Alam Pundi Kayu

MOTTO AND DEDICATIONS

“Only I can change my life. No one can do it for me.”

Dedicated to:

- ✚ My Beloved Parents
- ✚ My Beloved Brother, Agus
- ✚ My Partners in doing the research, Galuh, Mona, Indah, and Ayu
- ✚ My Friends from State Polytechnic of Sriwijaya, especially 6 BC
- ✚ My Final Report Advisors
- ✚ My Academic Advisor of 6 BC Class
- ✚ All Lectures and Staff Administration of English Department
- ✚ My Best Friends, Marisa, Dwi, Muttia, Intan, Shela, Indri, Armela, Dini, Depi, Elma, Riska, Rossa, and Ria.

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