

**FINAL REPORT PROPOSAL**

**DESIGNING BOOKLET TO PROMOTE SURROUNDING LAKE TOBA**  
**AS THE TOURISM DESTINATION IN NORTH SUMATERA**



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

BY:

SEFRIANI

061430901596

**ENGLISH DEPARTMENT**

**STATE POLYTECHNIC OF SRIWIJAYA**

**2017**

**APPROVAL SHEET**

**DESIGNING BOOKLET TO PROMOTE SURROUNDING LAKE TOBA AS  
THE TOURISM DESTINATION IN NORTH SUMATERA**



**SEFRIANI**

**061430901596**

**Palembang, July 2017**

**Approved by:**

**First Advisor,**

**Dra. Tiur Simanjuntak, M.Ed. M**  
**ID. 196105071988032001**

**Second Advisor,**

**Herman, S.Pd, M.Pd**  
**ID.197107012002121001**

**Acknowledged by:**

**Head of English Department**

**Drs. M. Najmuddin, M.A**  
**ID. 196209071988031001**



**DESIGNING BOOKLET TO PROMOTE SURROUNDING LAKE TOBA  
AS THE TOURISM DESTINATION IN NORTH SUMATERA**

**The Final Report By:**

**Sefriani**

**061430901596**

**Approved by the examining committee**

**Signature**

**Dra. Murwani Ujihanti, M.Pd  
NIP. 195902171987032001**



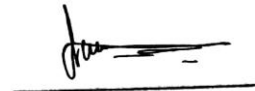
**Darmaliana, S.Pd, M.Pd  
NIP. 197301032005012002**



**Nian Masna Evawati, S.Pd. M.Pd  
NIP. 197905072003122002**



**Drs. Zakaria, M.Pd  
NIP. 196408122000031002**



**ENGLISH DEPARTMENT  
SRIWIJAYASTATE POLYTECHNICS**

**2017**

## **PREFACE**

First of all, the writer would like to perform the gratitude to God for the mercy that has been given to the writer could finish the final report on time, which is entitled “Designing Booklet to Promote Surrounding Lake Toba as the Tourism Destination in North Sumatera.”

This report arranged based on the data which the writer got from research and development method through the observation and interview. The writer consider that there are some mistake in writing this report, it is caused by the limitations of experiences, ability and knowledge the writer had to write the report. Therefore, the writer expected the readers can give suggestions and critics for the final report progress.

Palembang, July 7th 2017

Writer

## **ACKNOWLEDGEMENT**

The writer's success in completing this report cannot be separated from the support, guidance and direction of the various parties. Therefore, in this occasion the writer gives respect and gratitude to :

1. My parents, sister, brother and family that have given me support morally and materially.
2. Mr. Nadjmuddin as the head of English department and Mrs. Sri Gustiani as secretary of English department.
3. Dra. Tiur Simanjuntak, M.Ed.M. and Herman, S.Pd., M.Pd as my advisors.  
Thank you for advise me, support and your time in handling me patiently.
4. BD class 2014 that always help one another.

## **ABSTRACT**

### **Designing Booklet to Promote Surrounding Lake Toba as the Tourism Destination in North Sumatera**

---

**(Sefriani, 2017: 56 pages, 58 pictures)**

This report discusses about designing booklet to promote surrounding lake Toba as the tourism destination in North Sumatera. The purpose of this final report is to know how to design booklet to promote surrounding lake Toba as the tourism destination in North Sumatera. The data were collected through observation and interview. The were done with the research and development method. In this final report, writer created the booklet and developed it by showing to five experts. The research took places in lake Toba, Bukit Indah Simarunjung. Samosir island, Aek Sidihoni lake, Aek Natonang lake, Janji waterfall, Hadabuan Naisogop waterfall, Parbaba beach, Lumban Bulbul beach and Tele tower.

***Keywords:* booklet, surrounding lake Toba, promotion.**

## **MOTTO AND DEDICATION**

### **Motto:**

“Be Positive and be happy everyday”

### **Dedicated To:**

My beloved mother and father

My beloved sister Regina Parhusip and young brother Anggi Parhusip

My beloved SepupuSquad: Julianto Tampubolon, Melan Tampubolon, Alfian Tampubolon, Yohanes Panjaitan, Yohana Panjaitan, Yosua Panjaitan, Mestika Panjaitan, Basa Panjaitan, Ari Panjaitan

My pariban Vebrianto Siringo-ringo

My second family the KOPONG

All my beloved lecturers



## **Table of Contents**

### **TITLE SHEET**

### **APPROVAL SHEET**

### **APPROVAL SHEET FROM THE EXAMINERS**

### **ABSTRACT**

### **ACKNOWLEDGEMENT**

### **MOTTO AND DEDICATION**

### **TABLE OF CONTENTS**

### **TABLE OF TABLES**

### **TABLE OF PICTURES**

### **TABLE OF APPENDICES**

### **CHAPTER I.....1**

1.1 Background ..... 1

1.2 Problem Formulation..... 2

1.3 Research Purpose ..... 2

1.4 Problem Limitation..... 2

1.5 Research Benefit..... 2

### **CHAPTER 2 .....4**

### **LITERATURE REVIEW.....4**

2.1 Promotion ..... 4

2.2.1 Purpose of Promotion ..... 4

2.2 Booklet ..... 5

2.2.1 Booklet Design..... 5

2.3 Tourism ..... 7

2.3.1 Elements of Tourism ..... 8

<b>CHAPTER III.....</b>	<b>9</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>9</b>
3.1    Method of Research.....	9
3.2    Object of Research .....	11
3.3    Technique of Collecting Data.....	12
3.4    Technique of Analyzing Data.....	13
<b>CHAPTER IV .....</b>	<b>15</b>
<b>FINDING AND DISCUSSION .....</b>	<b>15</b>
4.1    Finding.....	15
4.2    Discussion .....	15
4.2.1    Preliminary Study .....	15
4.2.2    Development the Product.....	30
4.2.3    Final Product .....	38
<b>CHAPTER V .....</b>	<b>43</b>
<b>CONCLUSION AND SUGGESTION .....</b>	<b>43</b>
5.1 Conclusion.....	43
5.2 Suggestion .....	43
<b><u>REFERENCES</u>.....</b>	<b>44</b>

## **Table of Tables**

Table 4.2.2.1 Revisions First Expert in Limited Field Testing	33
Table 4.2.2.6 Revisions First Expert in Wider Field Testing	37
Table 4.2.2.7 Revisions Second Expert in Wider Field Testing	37

## Table of Pictures

Picture 4.2.1.1 Software to Design the Booklet	17
Picture 4.2.1.2 Step 1 of Proccess of Designing the Cover	17
Picture 4.2.1.3 Step 2 of Proccess of Designing the Cover	18
Picture 4.2.1.4 Step 1 of Proccess of Designing the Content	18
Picture 4.2.1.5 Step 2 of Proccess of Designing the Content	18
Picture 4.2.1.6 Step 3 of Proccess of Designing the Content	19
Picture 4.2.1.7 Making the Biografi of the Writer	19
Picture 4.2.1.8 Designing the Backcover	19
Picture 4.2.1.9 Cover	26
Picture 4.2.1.10 Table of Content	26
Picture 4.2.1.11 Page 1	26
Picture 4.2.1.12 Page 2	26
Picture 4.2.1.13 Page 3	27
Picture 4.2.1.14 Page 4	27
Picture 4.2.1.15 Page 5	27
Picture 4.2.1.16 Page 6	27
Picture 4.2.1.17 Page 7	27
Picture 4.2.1.18 Page 8	27
Picture 4.2.1.19 Page 9	28
Picture 4.2.1.20 Page 10	28
Picture 4.2.1.21 Page 11	28
Picture 4.2.1.22 Page 12	28
Picture 4.2.1.23 Page 13	28
Picture 4.2.1.24 Page 14	28
Picture 4.2.1.25 Page 15	29
Picture 4.2.1.26 Page 16	29

Picture 4.2.1.27 Page 17	29
Picture 4.2.1.28 Page 18	29
Picture 4.2.1.29 Page 19	29
Picture 4.2.1.30 Page 20	29
Picture 4.2.1.31 Page 21	30
Picture 4.2.1.32 Page 22	30
Picture 4.2.1.33 Biografi	30
Picture 4.2.1.34 Backcover	30
Picture 4.2.2.2 Cover Before	34
Picture 4.2.2.3 Cover After	34
Picture 4.2.2.4 Page Background Before	34
Picture 4.2.2.5 Page Background After	34
Picture 4.2.3.1 Cover	38
Picture 4.2.3.2 Table of Content	38
Picture 4.2.3.3 Page 1	38
Picture 4.2.3.4 Page 2	38
Picture 4.2.3.5 Page 3	39
Picture 4.2.3.6 Page 4	39
Picture 4.2.3.7 Page 5	39
Picture 4.2.3.8 Page 6	39
Picture 4.2.3.9 Page 7	39
Picture 4.2.3.10 Page 8	39
Picture 4.2.3.11 Page 9	40
Picture 4.2.3.12 Page 10	40
Picture 4.2.3.13 Page 11	40
Picture 4.2.3.14 Page 12	40
Picture 4.2.3.15 Page 13	40
Picture 4.2.3.16 Page 14	40

Picture 4.2.3.17 Page 15	41
Picture 4.2.3.18 Page 16	41
Picture 4.2.3.19 Page 17	41
Picture 4.2.3.20 Page 18	41
Picture 4.2.3.21 Page 19	41
Picture 4.2.3.22 Page 20	41
Picture 4.2.3.23 Biografi	42
Picture 4.2.3.24 Backcover	42

## **Table of Appendices**

Appendices [1](#) Lembar Kesepakatan

Appendices 2 Lembar Konsultasi

Appendices 3 Lembar Revisi

Question of the Interview

Appendices 4 Photos Of Collecting Data