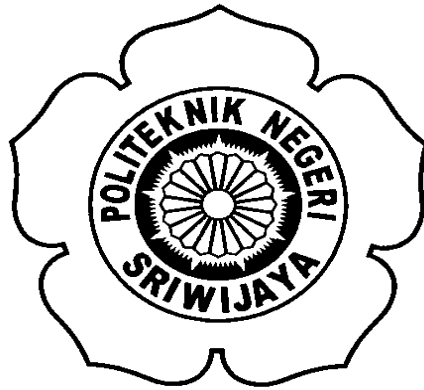


**FINAL REPORT**  
**AUDIO VISUAL MEDIA OF RAFTING TO PROMOTE TOURISM**  
**DESTINATION IN LAHAT**



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

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**ENGLISH DEPARTMENT**  
**STATE POLYTECHNIC OF SRIWIJAYA**

**2017**

**APPROVAL SHEET**

**AUDIO VISUAL MEDIA OF RAFTING TO PROMOTE TOURISM  
DESTINATION IN LAHAT**



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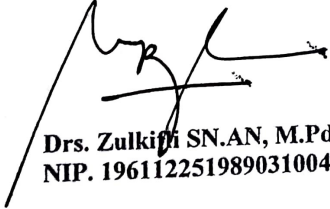
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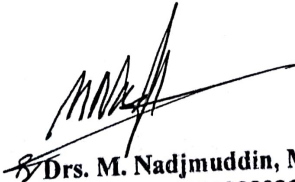
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DESTINATION IN LAHAT**

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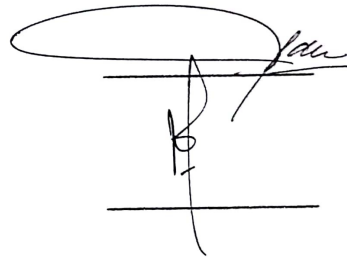
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**2017**

## ABSTRACT

### **AUDIO VISUAL MEDIA OF RAFTING TO PROMOTE TOURISM DESTINATION IN LAHAT**

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Fitri Ayunia Ananda, 2017(xvi+46 pages; 1 chart; 97 pictures; 10 appendices)

In the form that more specify. For created the audio visual media, the writer observed to the Lahat directly. The purpose of this final report is to find out how to design video as promotion media to promote Lahat Rafting and to show the information conveyed by the video. The data of designing promotion video were taken from some books literatures and websites. Meanwhile, the data of Lahat Rafting were collected from the observation in Lahat Rafting area, interviewed the team of Lahat Rafting who manages Lahat Rafting organization, and also read some literatures review related to rafting. In this final report, the writer used Research and Development (R&D) method. The R&D method included 3 steps; they are Preliminary Study, Development, and Test. The writer implemented the steps by asking the experts' opinion and suggestions. The final product of promotion video will be published and can be a promotion media to the whole society.

**Keyword:** *Designing, Video, Rafting, and Tourism.*

## **PREFACE**

Assalamualaikum Wr. Wb

First of all, the writer would like to give a lot of thanks for Allah swt because of His mercy and blessing that has been given the writer so that the writer could finish this final report on time, which is entitled "Audio Visual Media of Rafting to Promote Tourism Destination in Lahat". This final report describes about creating audio visual media in the form of video to support the activity for promoting Lahat Rafting in Lahat. In addition, this final report is also written to fulfill the requirement for Diploma III of English Department at State Polytechnic of Sriwijaya.

The writer realizes that there are many mistakes in writing this final report. Suggestions are expected to the writer. Moreover, the writer hopes that this final report can give benefits and useful for all people especially the students of English Department.

Palembang, July 2017

The Writer

## **MOTTO AND DEDICATION**

### **Motto...**

“Problems are challenges that must be faced not be skipped!”

### **This Final Report is Dedicated to...**

My parents, Aminulatif and Sri Suparti.

My sister and brother, Asri Gita and M Alif Abubakar.

My lecturers in English Department, State Polytechnic of Sriwijaya.

The Writer

## **ACKNOWLEDGMENT**

First of all, I would like to express my gratitude to Allah swt for the blessing and guidance so I could finish this final report entitled "Audio Visual Media of Rafting to Promote Tourism Destination in Lahat". In this opportunity, I also would like to dedicate my appreciation for everyone who has given me great support in completing this final report.

1. My parents, Mr. Aminulatif and Mrs. Sri Suparti who have given me their love, support and sincere prayers.
2. My sister and brother, Asri Gita and M. Alif Abubakar.
3. Drs. M. Nadjmuddin, M.A as the Head of English Department, State Polytechnic of Sriwijaya.
4. Drs. Zulkifli SN.AN, M.Pd as my first advisor, and Nian Masna Evawati, S.Pd.,M.Pd as my second advisor. Thank you so much for your valuable patience, corrections, assistance and advices.
5. Dr. Welly Ardiansyah, SS, M.Pd as my beloved lecturer.
6. All of the lectures in English Department who have educated me patiently. May Allah swt reward all of you.
7. My beloved friends in English Department, especially for 6BD class who encourage each other during the three years of learning together.
8. All of the team of Lahat Rafting who gave much information about Lahat Rafting. It was really help me in completing the content of the video.

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