

**FINAL REPORT**  
**DESIGNING KEYCHAIN OF IWAK BELIDO AS A SOUVENIR FOR**  
**VISITORS IN ASIAN GAMES 2018**



**This Final Report is written to fulfill the requirement for subject of English**  
**Department State Polytechnic of Sriwijaya**

**BY:**

**SILVI NABILA ZAYANTI**

**0615 3090 1371**

**6 BC**

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

**2018**

**APPROVAL SHEET**

**FINAL REPORT**

**DESIGNING KEYCHAIN OF IWAK BELIDO AS A SOUVENIR FOR  
VISITORS IN ASIAN GAMES 2018**



**Silvi Nabila Zayanti**

**0615 3090 1371**

**Palembang, July 2018**

**Approved by :**

**First Advisor,**

**Dr. Yusri, M.Pd  
ID. 197707052006041001**

**Second Advisor,**

**Koryati, S.Pd., M.Pd.  
ID. 198108312005012003**

**Acknowledged by :**

**Head of English Department**

**8 Drs. M. Nadjmuddin, M.A  
ID. 196209071988031001**

**DESIGNING KEYCHAIN OF IWAK BELIDO AS A SOUVENIR FOR  
VISITORS IN ASIAN GAMES 2018**

**The Final Report By:**

**Silvi Nabila Zayanti**

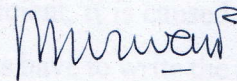
**0615 3090 1371**

**Approved by the examining committee**

**Signature**

**Dra. Murwarni Ujihanti, M.Pd**

**ID. 195902171987032001**



---

**Drs. Zakaria, M.Pd**

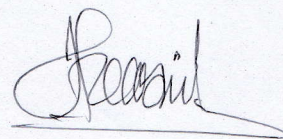
**ID. 196408122000031002**



---

**Darmaliana, S.Pd.,M.Pd**

**ID. 197301032005012002**



---

**ENGLISH DEPARTMENT  
STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG**

**2018**

## **PREFACE**

First of all, the writer would like to perform the gratitude to Allah SWT for His blessing and mercy given to me so that I can finish the final report on time. Which is entitled **“DESIGNING KEYCHAIN OF IWAK BELIDO AS A SOUVENIR FOR VISITORS IN ASIAN GAMES 2018”**

The writer would like to thank all people who have support us in writing and finish this job training report, especially for Mr. Yusri and Mrs. Koryati who has given me much advice and time to finish this report. I would also like to thank with all the participants and my friends who let me know about all the information and data that related to my final report.

The writer considers that this report is still insufficient, it is caused by the limitation of experiences, ability and knowledge the writers have to write the report. Therefore, the writer expects the readers can give suggestion and critics for the Final report progress.

Palembang, July 2017

The writer

## **MOTTO AND DEDICATION**

“There is no result that will  
betray the attempt . Just  
trust if you can so you will  
get success”

– **Ipi**

### **DEDICATION:**

- 1. For my family, my mom, daddy, brother and also sister.**
- 2. For my beloved friends**
- 3. For my vitamin human**

## ACKNOWLEDGEMENT

First and foremost, I would like to express my deep gratitude to Allah S.W.T, the Al-Mighty for His blessings giving me the opportunity and ability to complete my final report. After three years through ups and downs that I faced, I have finally completed my study for a Diploma three. I would also like to express my million thanks to entire participants for their valuable guidance, moral support, dedication and advices during writing this report.

The writers would like to thanks to :

1. My beloved family, father, mother, and also my sibling that always make me mad but give me support undirectly. Thank you for everything, especially for much money that my mother given to me.
2. My first Advisor Dr. Yusri, M.Pd
3. My second Advisor Koryati, S.Pd., M.Pd
4. The lecturers in English Department. Thank you for all the things I got. The knowledge and the experience of yours will be my guidance in facing the problem in the future.
5. My beloved friends at English Department in State Polytechnic of Sriwijaya especially 6 BC class. Thank you for sharing some happiness and support over the last three years.
6. My kinds of happiness *Tetew Squad* . Lep, del, te day, cy, hak, wan, jup aka dy. The best motivational people more than influencer. Thank you for all of the spirit and the much joy that you share.
7. All of people who involved for all of the help to finish this final report that I could not write one by one. Thank you so much.

Palembang, July 2017

The writer

## **ABSTRACT**

### **DESIGNING KEYCHAIN OF IWAK BELIDO AS A SOUVENIR FOR VISITORS IN ASIAN GAMES 2018**

---

**(Silvi Nabila Zayanti, 2018, 22 Pages, 2 Picture)**

The purpose of this final report is to know “How to Design this Keychain as a Souvenir” to make the people interest to be an entrepreneur of souvenir Palembang and to increase the knowledge and designing interest. In this final report, the writer uses “Research and Development” methode. The “Research and Development” includes 3 steps are: (1) Preliminary study, (2) Model Development and (3) Model Testing and Dissemination. And after that the writer told about design this keychain, the uses of keychain for media promoting the tourism object destination and to help government for treassury souvenir in Asian Games 2018. This keychain is also used to introduce the fish of Palembang, Iwak Belido that population is declining.

**Keywords: Keychain , Souvenir, Asian Games, Palembang**

## TABLE OF CONTENT

<b>FINAL REPORT .....</b>	<b>i</b>
<b>APPROVAL SHEET .....</b>	<b>ii</b>
<b>APPROVAL SHEET OF EXAMINERS .....</b>	<b>iii</b>
<b>PREFACE .....</b>	<b>iv</b>
<b>MOTTO AND DEDICATION .....</b>	<b>v</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>viii</b>
<b>LIST OF PICTURE .....</b>	<b>x</b>
<b>CHAPTER I .....</b>	<b>1</b>
<b>1.1 Background.....</b>	<b>1</b>
<b>1.2 Problem Limitation .....</b>	<b>3</b>
<b>1.3 Problem Formulation .....</b>	<b>3</b>
<b>1.4 Purpose .....</b>	<b>3</b>
<b>1.5 Benefit .....</b>	<b>3</b>
<b>CHAPTER II .....</b>	<b>4</b>
<b>2.1 Definition of Design .....</b>	<b>4</b>
<b>2.1.1 Types of Designer .....</b>	<b>4</b>
<b>2.1.2 Basic of Design.....</b>	<b>6</b>
<b>2.2 Tourism.....</b>	<b>8</b>
<b>2.2.1 Definition of Tourism.....</b>	<b>8</b>
<b>2.3 Promotion .....</b>	<b>8</b>
<b>2.3.1 Definition of Promotion .....</b>	<b>8</b>
<b>2.3.2 Type of Promotion.....</b>	<b>10</b>



2.3.3 Purpose of Promotion .....	10
2.4 Souvenir.....	11
<b>CHAPTER III.....</b>	<b>13</b>
3.1 The Method of Research .....	13
3.2 Place of Research.....	15
<b>CHAPTER IV .....</b>	<b>16</b>
4.1 Finding.....	16
4.1.1 Preliminary Study .....	16
4.1.2 Model Development.....	18
4.2 Discussion .....	20
<b>CHAPTER V.....</b>	<b>22</b>
5.1 Conclusion.....	22
5.2 Suggestion .....	22
<b>REFERENCES .....</b>	<b>23</b>
<b>APPENDIXES.....</b>	<b>24</b>

## LIST OF PICTURE

Picture 4.1	18
Picture 4.2	19