

FINAL REPORT
DESIGNING *MAJO DALU* NIGHT CULINARY TOURISM MAGAZINE
LORONG BASAH 16 ILIR PALEMBANG



**This proposal is written to complete final report subject in English
Department at Sate Polytechnic of Sriwijaya**

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SATE POLYTECHNIC OF SRIWIJAYA
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APPROVAL SHEET
FINAL REPORT
DESIGNING MAJO DALU NIGHT CULINARY TOURISM MAGAZINE
LORONG BASAH 16 ILIR PALEMBANG



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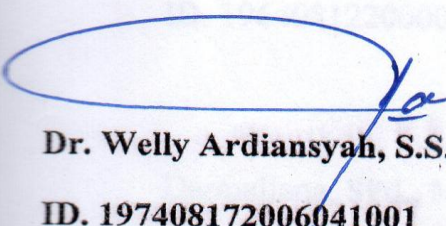
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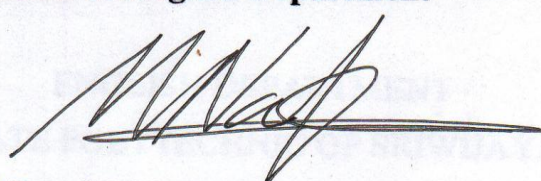
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Lorong Basah 16 Ilir Palembang

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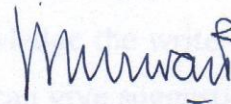
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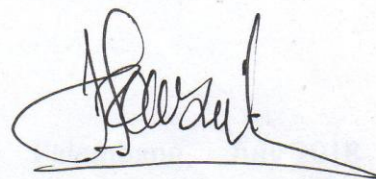
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PALEMBANG

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PREFACE

First of all, the writer would like to perform the gratitude to Allah swt for His blessing and mercy given to us to do this final report on time. Which is entitled “**Designing Majo Dalu Night Culinary Tourism Magazine Lorong Basah 16 Ilir**”, This report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya.

The writer would like to thank all people who have support me in writing and finish this final report, especially for Mr. Dr. Welly Ardiansyah, S.S., M. Pd. And Mrs. Eriza, S.Pd., M.Pd. who have given the writer much advice and time to finish this report.

The writer consider this final report is still far for being perfect, it caused by the limitation of time, budget, ability and knowledge the writer has to write this report. Therefore, the writer expect the readers can give suggestion and critics for the final report progress.

Palembang, July 2018

The Writer

ABSTRACT

DESIGNING MAJO DALU NIGHT CULINARY TOURISM MAGAZINE

LORONG BASAH

16 ILIR

(Indah Damayanti, 2018 : 93 Pages, 78 Pictures)

There are so many kinds of typical food in Palembang. Commonly, the tourists would like to try culinary tourism from evening to night but the night culinary is not really known by the tourists. Therefore it needs a medium that provide the informations about the night culinary places in Palembang. One of the media can be used to promote and as a tourists guidance is a magazine. The reason why the writer designed magazine, it is because the people or tourist still difficult to find some magazine that specific to promote night culinary market in Palembang. So, the writer presents this final report entitle “Designing *Majo Dalu* Night Culinary Magazine Lorong Basah 16 Ilir”. The purpose of this final report is to design magazine that can be used to introduce and promote the night culinary tourism places and typical of food in Palembang. The methods of research that the writer used for this final report was Research and Development (R&D) according to Sukmadinata.

Keyword: Designing, Magazine, Palembang Night Culinary, Promotion, and Tourism

ABSTRACT

MENDESAIN MAJALAH WISATA KULINER MAJO DALU LORONG BASAH 16 ILIR

(Indah Damayanti, 2018 : 93 Halaman, 78 Gambar)

Ada banyak jenis makanan tradisional Palembang. Umumnya, turis ingin mencoba wisata kuliner di sore sampai malam hari akan tetapi kuliner malam masih banyak belum diketahui oleh turis. Oleh sebab itu dibutuhkan sebuah media yang menyediakan informasi tentang tempat-tempat wisata kuliner malam di Palembang. Salah satu media yang bisa digunakan untuk mempromosikan dan juga sebagai petunjuk atau panduan turis adalah majalah. Alasan mengapa penulis mendesain majalah, dikarenakan orang-orang ataupun turis masih sulit menemukan beberapa majalah yang khusus mempromosikan tempat wisata kuliner malam yang ada di Palembang. Jadi, penulis mempersembahkan laporan akhir ini yang berjudul “Mendesain Majalah Wisata Kuliner Lorong Basah 16 Ilir Palembang”. Tujuan dari laporan akhir ini adalah untuk mendesain majalah yang bisa digunakan untuk memperkenalkan dan sekaligus mempromosikan tempat wisata kuliner malam dan juga makanan tradisional yang ada di Palembang. Metode penelitian yang penulis gunakan adalah Penelitian dan Pengembangan berdasarkan Sukmadinata.

Kata kunci: Mendesain, Majalah, Wisata Kuliner Malam, Promosi, dan Wisata

MOTTO & DEDICATION

MOTTO

“No one who is being useless in this world, when they can help out other’s problem”

(Charles Dickens)

“Blessing of my parents is one step to be succesful person”

(Risti Yani Rahmawati)

DEDICATIONS

This final report is dedicated to:

My beloved Parents, Drs. Darmawan & Ermawati

My beloved brother, M. Wahyu Ibrahim

My grandparents, Azhari Nawawi (alm.), H. Udin Batun (alm.),

Hj. Asmah (alm.) and Siti Aisyah

My beloved aunt and uncle, Ibu Dian (Nurdiana), Ibu Putih (Nurbaiti)

and Pakcik (Badarudin).

For their praying, struggling, loving, advising, caring and motivating until the last of this final report, I do expect this final report can make them proud of me.

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