

FINAL REPORT
ENGLISH ISLAMIC RELIGIOUS TOURISM BOOKLET : A DESIGN
FOR TOURISM PROMOTION



This report is written to fulfill the requirement of the final report subject
in English Department State Polytechnic Sriwijaya

By:
Dewi Kesuma
0615 3090 1356

STATE POLYTECHNIC SRIWIJAYA
PALEMBANG
2018

APPROVAL SHEET

English Islamic Religious Tourism Booklet : A Design for Tourism Promotion



By :

Dewi Kesuma

061530901356

Approved by,

First Advisor,

Dr. Nurul Aryanti, M.Pd
ID. 196802181993032001

Second Advisor,

Dra. Risa, M.Pd
ID. 196508172000032001

Acknowledged by,

Head of English Department

Drs. M. Nadjmuddin, MA
ID. 196105071988032001

FINAL REPORT

**ENGLISH ISLAMIC RELIGIOUS TOURISM BOOKLET : A DESIGN FOR
TOURISM PROMOTION**

BY

DEWI KESUMA

0615 3090 1356

Approved by The Examiners Committee,

Signature

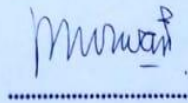
Drs. Zakaria, M. Pd

NIP. 196408122000031002



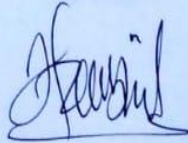
Dra. Murwani Ujihanti, M.Pd

NIP. 195902171987032001



Darmaliana, S.Pd., M.Pd

NIP. 197301032005012002



STATE OF POLYTECHNIC SRIWIJAYA

PALEMBANG

2018

PREFACE

First of all, the writer would like to thank to Allah SWT for blessing that has been given to the writer so that the writer could finish this final report. The writer also would like to express the warmest gratitude to the prophet Muhammad SAW for warning and remembering every kindness or fault occurred. This final report is entitled “**ISLAMIC RELIGIOUS TOURISM BOOKLET : A DESIGN FOR TOURISM PROMOTION.**” This report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya.

In arranging this paper, the writer truly got lots of challenges and obstructions but with help of many individuals, those obstructions could pass. The writer also realized there are still many mistakes in process of writing this paper. Therefore, any suggestion and critics are always welcome. The writer also expects that this report can give advantages for readers, especially the tourists and also the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2018

the writer

MOTTO AND DEDICATION

Motto :

“ Do the best of what you can, do not waste your time with laziness”

This final report dedicated to :

My beloved parents, Mr. Jhoni Effendi and Mrs. Homsiyah who always give their love, do'a, spirit and motivation.

My beloved brother, Syamsul

My beloved sister, Anggun Damaiyanti

Assyifa Ramadhani & Aulia Rahmadani

My lecturers at English Department State Polytechnic of Sriwijaya

LDK Karisma Polsri, IRMA Al-Muhajirin

ABSTRACT

Islamic Religious Tourism Booklet : A Design for Tourism Promotion

(Dewi Kesuma, 2018, 52 pages, 12 figures, 6 Table)

This final report focuses on made the booklet about “Islamic Religious Tourism Booklet : A Design for Tourism Promotion”. The report discusses about designing the product where the product is in the form of booklet which contains the information about Islamic religious tourism destinations in Palembang. The purposes of this report are to know how to design the booklet for promotion media to increase domestic visitors and foreign visitors and also provide the adequate information about Islamic religious tourism destinations in Palembang itself. There are three steps in designing booklet (1) preliminary study (2) model development and (3) final product testing and dissemination. The result of this report is the booklet of the Islamic religious tourism destinations in Palembang as a product to promote and provide information Islamic Religious tourism destinations in Palembang to the tourists or visitors to make them interesting to visit the tourism destinations in Palembang.

Keys word: *Designing, Islamic Religious Tourism, Booklet*

ACKNOWLEDGEMENT

Praise and great attitude to Allah SWT for blessings and help to complete this final report. The report is written to fulfill the requirement of final report. In this moment, the writer would like to thank to everyone who has given many contributions in this final report.

1. My beloved parents Jhoni Effendi and Homsyah; also my sister Anggun Damaiyanti who always give their love, spirit, motivation, patience and willingness for me to finish this final report.
2. Head of English Department, for giving the knowledge during the study.
3. Mrs. Nurul Aryanti M.Pd as the first advisor and Mrs. Risa M.Pd as the second advisor. Thank you for your corrections, time, suggestions, advices, support and spirit in guiding patiently during the consultation.
4. Mr. Arsyadi for helping me and giving the information about Graphic Design.
5. My beloved friends that I couldn't mention one by one who had given me support and prayer.
6. All my friend in 6BA. The great laugh, moment, weird thing who had given could be beautiful memories during studying in English Department.

Finally, the writer hopes that this report can give some benefits to those who are concerned in all. However, this report is still far from being perfect, therefore any criticism and suggestion are always welcome.

Palembang, July 2018

The writer

TABLE OF CONTENTS

TITTLE.....	i
PREFACE.....	iv
MOTTO AND DEDICATION.....	v
ABSTRACT.....	vi
ACKNOWLEDGEMENT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURE.....	x
LIST OF TABLE.....	xi
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Problem Formulation.....	2
1.3 Problem Limitation.....	2
1.4 Research Purpose.....	3
1.5 Research Benefits.....	3
CHAPTER II.....	4
LITERATURE REVIEW.....	4
2.1 Tourism.....	4
2.1.1 Types of Tourism.....	4
2.2 Booklet.....	6
2.2.1 Advantages and Limitations of Booklet.....	6
2.2.2 The Elements of the Booklet.....	8
2.3 Designing.....	9
2.3.1 Elements of Design.....	9
CHAPTER III.....	11
RESEARCH METDHOLOGY.....	11
3.1 Method of Research.....	11
3.2Research Steps.....	12
3.3 Development Steps.....	13
CHAPTER IV.....	15
FINDINGS AND DISCUSSION.....	15
4.1 Findings.....	15

4.2 Discussion	15
CHAPTER V	48
CONCLUSION AND SUGGESTION	48
5.1 Conclusion	48
5.2 Suggestion.....	48
REFERENCES	49

LIST OF FIGURE

Figure 3.1 Steps Simplification of Research and Development (R&D) Summarized based on Borg and Gall 1981) in Emzir (2013).....	12
Figure 4.1 The cover of booklet.....	28
Figure 4.2 back cover of booklet.....	28
Figure 4.3 Page 1 of booklet.....	28
Figure 4.4 Page 2 of booklet.....	28
Figure 4.5 pege 3 of the booklet.....	29
Figure 4.6 Page 4 of the booklet.....	29
Figure 4.7Page 5 of the booklet.....	29
Figure 4.8 page 6 of the booklet.....	29
Figure 4.9 Page 7 of the booklet.....	30
Figure 4.10page 8 of the booklet.....	30
Figure 4.11 Page 9 of the booklet.....	30

LIST OF TABLE

Figure 4.12The Revision of Cover.....	32
Figure 4.13 The Revision of Color.....	33
Figure 4.14 The Revision of Font.....	34
Figure 4.16 The Revision of Cover.....	47
Figure 4.17 The Revision of Color.....	48
Figure 4.18 The Revision of Font.....	49

