**FINAL REPORT**

**DESIGNING A GUIDEBOOK OF LORONG BASAH NIGHT CULINARY IN PROMOTING PALEMBANG TOURISM**

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

**BY:**

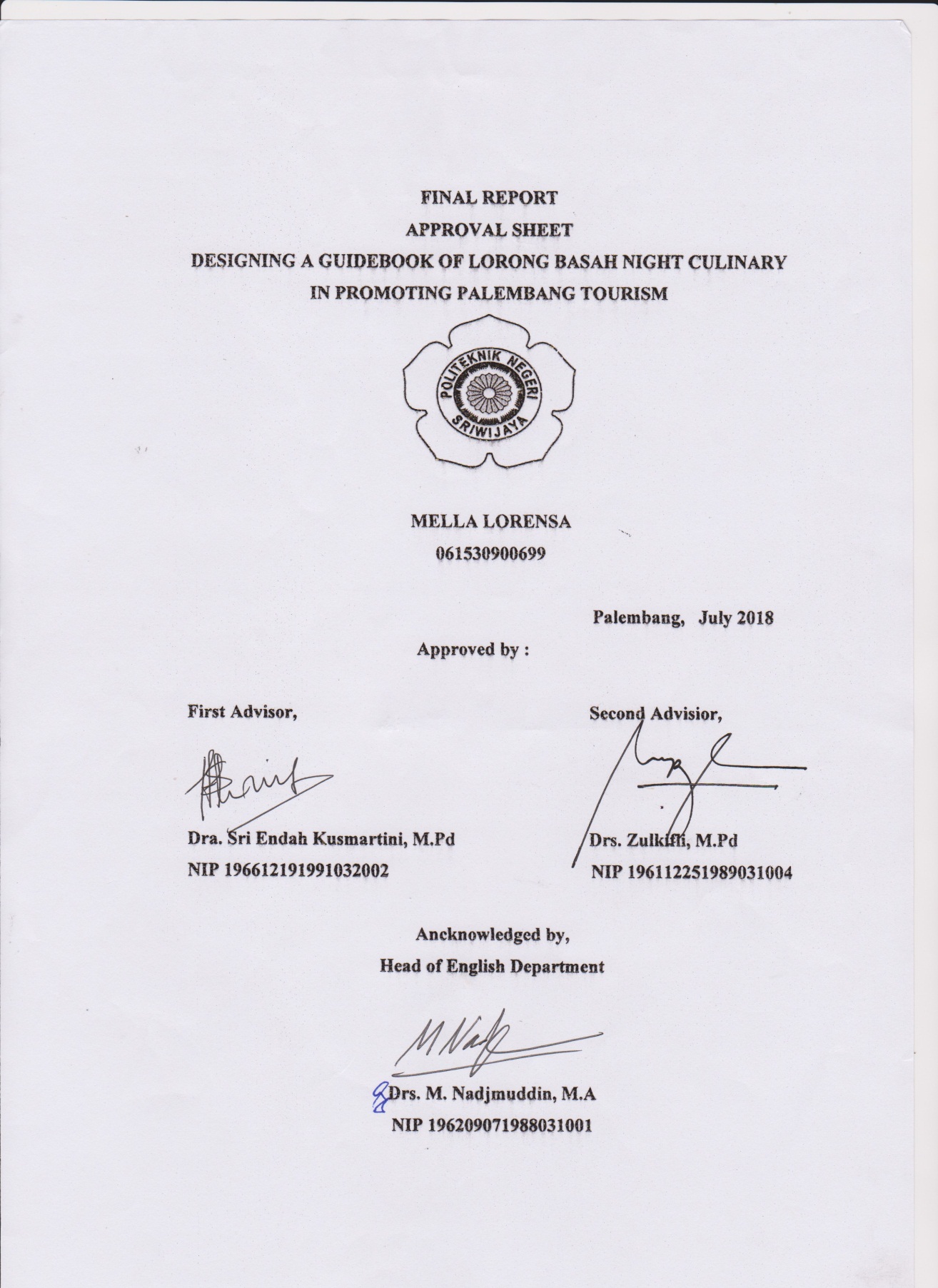
**MELLA LORENSA**

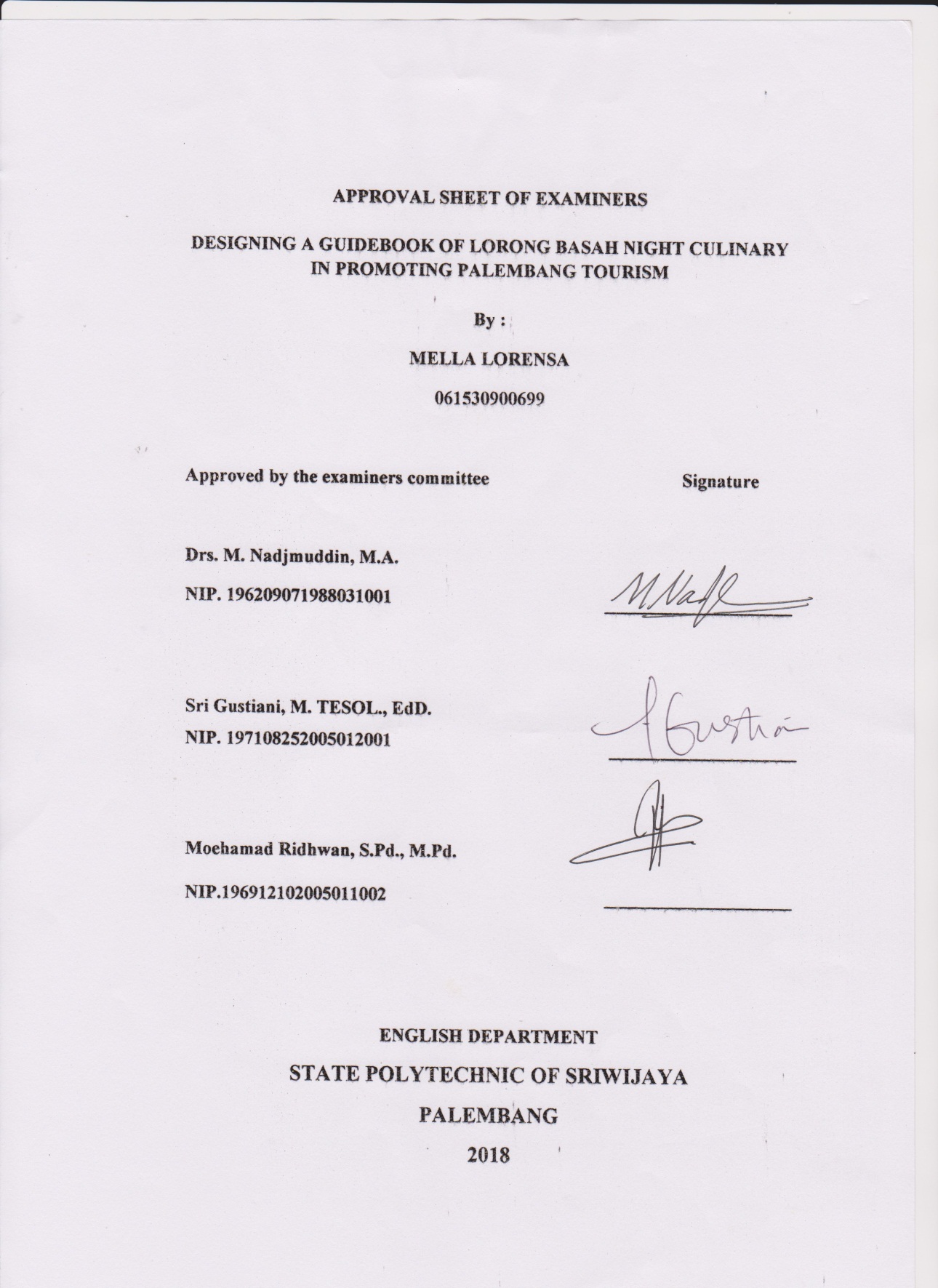
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**ENGLISH DEPARTMENT**

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**ABSTRACT**

**Designing a Guidebook of Lorong Basah Night Culinary in Promoting Palembang Tourism**

(Mella Lorensa, 2018: 121 Pages, 82 Figures, 4 Tables)

Lorong Basah Night Culinary is one of tourism destinations especially culinary tourism in Palembang. In fact, the information about Lorong Basah Night Culinary is still very limited. Therefore, it needs a media that provides lot of information about Lorong Basah Night Culinary to promote it. The media is a guidebook. The purpose of the research is to design guidebook of Lorong Basah Night Culinary in promoting tourism destination. The writer used research and development method modified by Sukmadinata, the writer collected the data by doing observation and interview. In limited field testing, the result showed that the guidebook should be revised. The experts give the comments and suggestions that there were some design and the content of guidebook should be revised. The experts give the comments some mistakes in the language used so that it must be fixed. In wider field testing, the guidebook was still getting a little comments and suggestions after that it can be accepted. The final product must be conducted based on the limited and wider field testing comments. The writer suggested the reader that the guidebook can as one of references to search the information about Lorong Basah Night Culinary. The writer also suggested to the government that as references for media promotion about tourism destination in Palembang.

**Keyword: Design, Guidebook, Palembang Tourism, Lorong Basah Night Culinary**

**ABSTRACT**

**Mendesign Sebuah Buku Panduan di Lorong Basah Night Culinary dalam Mempromosikan Destinasi Pariwisata Palembang**

(Mella Lorensa, 2018: 121 Halaman, 82 Gambar, 4 Tabel)

Lorong Basah Night Culinary adalah salah satu tujuan wisata khususnya wisata kuliner di Palembang. Faktanya, informasi tentang Lorong Basah Night Culinary masih sangat terbatas. Oleh karena itu, dibutuhkan media yang menyediakan banyak informasi tentang Lorong Basah Night Culinary untuk mempromosikan itu. Media tersebut adalah buku panduan. Tujuan dari penelitian ini adalah untuk mendesign buku panduan Lorong Basah Night Culinary dalam mempromosikan destinasi pariwisata Palembang. Penulis menggunakan metode penelitian dan pengembangan yang dimodifikasi oleh Sukmadinata, Penulis mengumpulkan data dengan melakukan observasi dan wawancara. Dalam pengujian lapangan terbatas, hasilnya menunjukkan bahwa buku panduan harus direvisi. Para ahli memberikan komentar dan saran bahwa ada beberapa desain dan isi buku panduan harus direvisi. Para ahli memberikan komentar bahwa ada beberapa kesalahan dalam bahasa yang digunakan sehingga harus diperbaiki. Dalam pengujian lapangan yang lebih luas, buku panduan masih mendapatkan sedikit komentar dan saran setelah itu dapat diterima. Produk akhir harus dilakukan berdasarkan komentar pengujian lapangan yang terbatas dan lebih luas. Penulis menyarankan kepada pembaca bahwa buku panduan dapat menjadi salah satu referensi untuk mencari informasi tentang Lorong Basah Night Culinary. Penulis juga menyarankan kepada pemerintah bahwa sebagai referensi untuk media promosi tentang destinasi pariwisata di Palembang.

**Kata Kunci : Design, Buku Panduan, Destinasi Pariwisata Palembang, Lorong Basah Night Culinary**

**PREFACE**

First of all the writer would like to thank to Allah SWT and Prophet of Muhammad SAW for the mercy that has been given to the writer so that the writer could finish the final report. Eventually, this report is written to fulfill the requirement of final report at State Polytechnic of Sriwijaya Palembang entitled “Designing Guidebook of Lorong Basah Night Culinary in Promoting Palembang Tourism”.

The writer would also like to thank all people who had helped finishing this report because without their helps, motivation, and advices, this report would not be finished. Therefore, any suggestions and critics always welcome. The writer also expects that this report along with the product could give advantages for the readers.

Palembang, 13 July 2018

The Writer

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Palembang, 13 July 2018

The Writer

**I just say Thank you**

**MOTTO**

**“Without being grateful,**

**you will never know the meaning of life”**

**- MellaLorensa-**

**TABLE OF CONTENTS**

**TITLE SHEET**

**APPROVAL SHEET**

**APPROVAL SHEET OF EXAMINERS**

**ABSTRACT i**

**PREFACE ii**

**ACKNOWLEDGEMENT. iii**

**MOTTO. iv**

**TABLE OF CONTENT v**

**LIST OF FIGURES viii**

**LIST OF TABLES xii**

**CHAPTER I INTRODUCTION**

**1.1 Background 1**

**1.2 Problem Formulation 3**

**1.3 Research Purposes 3**

**1.4 Research Benefits 3**

**CHAPTER II LITERATURE REVIEW**

**2.1 Tourism**

**2.1.1 Definition Tourism 5**

**2.1.2 Type of tourism 5**

**2.2 Culinary Tourism 6**

**2.3 LorongBasah Night Culinary 7**

**2.4 Promotion**

**2.4.1 Definition Promotion 8**

**2.4.2 The Type of Promotion Media 8**

**2.5 Guidebook 9**

**2.6 Tips for Writing A Guide Book 10**

**2.7 Design**

**2.7.1 Definition of Design 11**

**2.7.2 The Element of Design 12**

**2.7.3 The Principle of Design 13**

**CHAPTER III RESEARCH METHODOLOGY**

**3.1 Qualitative of Research 18**

**3.2 Method of Research 18**

**3.3 Places of Research 21**

**3.4 Participant of Research 22**

**3.5 Technique of Collecting The Data**

**3.4.1 Literature Study 23**

**3.4.2 Field Survey 23**

**3.6 Technique of Analyzing The Data**

**3.5.1 Literature Study 24**

**3.5.2 Field Survey 24**

**CHAPTER IV FINDINGS AND DISCUSSIONS**

**4.1 Findings 26**

**4.2 Discussions 74**

**CHAPTER V CONCLUSION**

**5.1 Conclusion 78**

**5.2 Suggestion 78**

**REFERENCES 80**

**APPENDINCES**

**Appendix 1 : Recommendation Sheet 87**

**Appendix 2 : Letter of Implementation of the Final Report Revision 88**

**Appendix 3 : Letter of Final Report Guidance Agreement 92**

**Appendix 4 : Final Report Guidance Sheet 94**

**Appendix 5 : List of Tenants 98**

**Appendix 6 : Interview Questions 104**

**Appendix7 : Letter of Statement 105**

**Appendix 8 : Interview Journal 114**

**LIST OF FIGURES**

Figure 2.1 Line of Design Principles 14

Figure 2.2 Colour of Design Principles 14

Figure 2.3 Negative Space of Design Principles 15

Figure 2.4 Texture of Design Principles 15

Figure 2.5 Contrast of Design Principles 16

Figure 2.6 Framing of Design Principles 16

Figure 2.7 Typography of Design Principles 17

Figure 3.1 The Steps of R&D Modified by Sukmadinata 19

Figure 4.1 Step 1 of Cover Design 27

Figure 4.2 Step 2 of Cover Design 27

Figure 4.3 Step 3 of Cover Design 28

Figure 4.4 Step 4 of Cover Design 28

Figure 4.5 Step 5 of Cover Design 29

Figure 4.6 Step 6 of Cover Design 29

Figure 4.7 Step 7 of Cover Design 30

Figure 4.8 Step 8 of Cover Design 30

Figure 4.9 Step 9 of Cover Design 31

Figure 4.10 Step 10 of Cover Design 31

Figure 4.11 Step 1 of Content Design 32

Figure 4.12 Step 2 of Content Design 32

Figure 4.13 Step 3 of Content Design 32

Figure 4.14 Table of Content 33

Figure 4.15 Palembang and Lorong Basah Night Culinary 33

Figure 4.16 Maps of Lorong Basah Night Culinary ..34

Figure 4.17 The Background of The Content 34

Figure 4.18 Mommy Corner 35

Figure 4.19 Waroeng Gokar 35

Figure 4.20 Kedai Oncak 36

Figure 4.21 Nasi Bakar Bu’Lies 36

Figure 4.22 Julie Ammar 37

Figure 4.23 Warung Cilamaya 37

Figure 4.24 Pangsit Mayo 38

Figure 4.25 Tea Tea Thai 38

Figure 4.26 Siomay Nyonya Lani 39

Figure 4.27 Te Teh 39

Figure 4.28 Sate Taichan Pf 40

Figure 4.29 Bakso 40

Figure 4.30 Pokat Kocok 41

Figure 4.31 Pempek Panggang 41

Figure 4.32 Ice Milo Kepal Bunda Joice 42

Figure 4.33 Pisang Rindu 42

Figure 4.34 Aneka pempek Udang Sungsang 43

Figure 4.35 Pempek Crispy Ummi 43

Figure 4.36 Martabak Iki 44

Figure 4.37 Kerak Telor Khas Betawi 44

Figure 4.38 Cillor Jolly 45

Figure 4.39 Vip Place 45

Figure 4.40 List of Hotel 46

Figure 4.41 The Background of Palembang and Lorong Basah Night Culinary (Before the revision) 47

Figure 4.42 The Background of Palembang and Lorong Basah Night Culinary (After the revision) 47

Figure 4.43 The Text and Font of Nasi Bakar Bu’Lies (Before the revision) 48

Figure 4.44 The Text and Font of Nasi Bakar Bu’ Lies (After the revision) 48

Figure 4.45 The Map Page of Lorong Basah Night Culinary (Before the revision) 51

Figure 4.46 The Maps Page of Lorong Basah Night Culinary (After the revision) 51

Figure 4.47 The Profile 52

Figure 4.48 The Cover of Guidebook (Before the revision) 52

Figure 4.49 (The cover of Guidebook (After the revision) 53

Figure 4.50 The Location of Tenant ( Before the revision) 62

Figure 4.51 The Location of Tenant ( After the revision) 62

Figure 4.52 The Maps of Lorong Basah Night Culinary (Before the revision) 63

Figure 4.53 The Maps of Lorong Basah Night Culinary (After the revision) 63

Figure 4.54 The Front and Back Cover (After the Revision) 64

Figure 4.55 TheProfile 64

Figure 4.56 The Table of Content (After the revision) 65

Figure 4.57 Page 1 and 2 65

Figure 4.58 Page 3 and 4 65

Figure4.59 Page 5 and 6 66

Figure 4.60 Page 7 and 8 66

Figure 4.61 Page 9 and 10 66

Figure 4.62 Page 11 and 12 67

Figure 4.63 Page 13 and 14 67

Figure 4.64 Page 15 and 16 67

Figure 4.65 Page 17 and 18 68

Figure 4.66 Page 19 and 20 68

Figure 4.67 Page 21 and 22 68

Figure 4.68 Page 23 and 24 69

Figure 4.69 Page 25 and 26 69

Figure 4.70 Page 27 and 28 69

Figure 4.71 Page 29 and 30 70

Figure 4.72 Page 31 and 32 70

Figure 4.73 Page 33 and 34 70

Figure 4.74 Page 35 and 36 71

Figure 4.75 Page 37 and 38 71

Figure 4.76 Page 39 and 40 71

Figure 4.77 Page 41 and 42 72

Figure 4.78 Page 43 and 44 72

Figure 4.79 Page 45 and 46 72

Figure 4.80 Page 47 and 48 73

Figure 4.81 Page 49 and 50 73

Figure 4.82 Page 51 and 52 73

**LIST OF TABLES**

Table 4.1 The list of Waroeng Gokar Content 49

Table 4.2 The list of Julie Ammar Content 50

Table 4.3 Revision in term of language aspect 53

Table 4.4 The information of Pokat Kocok (before and after the revision) 60