

FINAL REPORT
THE PROMOTION STRATEGIES OF PALEMBANG HARUM TO
PROMOTE PALEMBANG TRADITIONAL CAKES



This report is written to fulfill the requirement for subject of
The Final Report at English Department

By:

Name: NOVITA MALAYA

NIM: 0615 3090 1388

STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2018

APPROVAL SHEET

**THE PROMOTION STRATEGIES OF PALEMBANG HARUM TO
PROMOTE PALEMBANG TRADITIONAL CAKES**



**NOVITA MALAYA
0615 3090 1388**

Palembang,

July 2018

Approved by,

First Advisor,

Second Advisor,

**Dra. Murwani Ujihanti, M.Pd
NIP195902171987032001**

**Darmaliana, S.Pd., M.Pd
NIP 197301032005012002**

**Acknowledge By,
Head of English Department**

**Drs. M. Nadjmuddin, MA
NIP 196209071988031001**

MOTTO AND DEDICATIONS

*“Barang siapa keluar untuk menuntut ilmu maka ia berada di
jalan Allah hingga ia kembali”*

(HR. Turmudzi)

*“Allah akan meninggikan derajat orang-orang yang beriman
diantara kamu dan orang-orang yang memiliki ilmu pengetahuan”*

(Q.S Al-Mujadillah : 11)

Dedicated to:

Allah SWT & Rasulullah SAW

My beloved parents

My beloved sister

My friends

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to perform the gratitude to Allah SWT for the mercy that has been given to the writer so that the writer could accomplish and finish the final report on time. The writer also wants to express great gratitude to prophet Muhammad saw, for any knowledge, warning, as a good example and a great leather of religion. This report is written to fulfill the requirement of Diploma III at State Polytechnic of Sriwijaya which is entitled “The Promotion Strategies of Palembang Harum to Promote Palembang Traditional Cakes”.

The writer realizes that this report is still far from being perfect. Therefore, the writer expects the readers can give suggestions and critics for improvement of this final report in the future. Finally, the writer expects that this report can give advantages and usefulness for all especially for the students of English Department.

Palembang, July 2018

The writer

ACKNOWLEDGEMENT

The writer would like to say thank to Allah SWT for His bless and mercy, thanks for the strength for me so that this final report can be done on time. The purpose of writing this report, which is entitled “The Promotion Strategies of Palembang Harum to Promote Palembang Traditional Cakes”.

Dealing with this final report, the writer got many support, advices, and suggestion from many parties. On this occasion, the writer would like to thank to:

1. Drs. M. Nadjmuddin, MA as Head of English Department.
2. Dra. Murwani Ujihanti, M.Pd as the first advisor who has spent a lot of time, helps, and advices to help the writer for completing final report.
3. Darmaliana, S.Pd., M.Pd as the second advisor who has spent a lot of time, helps, and advices to help the writer for completing final report.
4. All of the lecturer of English Department State Polytechnic of Sriwijaya for knowledges that has been given to the writer during lectures.
5. Siti Rohanah & Herman Tony as my beloved parents who has raised, educated, supported, and bestowed all their love to writer.
6. Mayang Sari as my beloved sister who gives support and motivation to the writer.
7. Mardho as the owner of Palembang Harum and interviewee who give a lot of important information as the object of this final report.
8. Mr. Okta, Ma'am Warti, Miss Siska as administration committee of English Department who always give informations to the writer.
9. Mr. Nanang that has been given lot of information to the writer and always ready to help everything.
10. Ma'am Lina who always open library and permit to read many references.
11. All of my classmates in BD 2015 that hasbeen given ton of beautiful memories, sharing each others, and all of the things that couldn't describe one by one.

12. Siti, Huda, Melly as my close friends who always beside me and give support to the writer for doing this final report.

Finally, the writer would like to say thank to all parties who helped and gave the contribution directly and indirectly for the writer during writing this final report who can not be mentioned one by one.

ABSTRACT

The Promotion Strategies of Palembang Harum to Promote Palembang Traditional Cakes

(Novita Malaya, 2018, 20 pages, 4 pictures)

This research aims to know the promotion strategies of Palembang Harum to promote Palembang traditional cakes. The data collected through direct interview with Mardho as the owner of Palembang Harum. The writer used qualitative research by using case study method. From this research, the writer got the result about the strategies that Palembang Harum used for promoting Palembang traditional cakes. The results are Personal Selling, Mass Selling, Sales Promotion and Public Relation.

Keywords: *Culinary Tourism, Palembang Culinary, Promotion Strategy, Palembang Harum*

TABLE OF CONTENTS

TITLE SHEET	i
APPROVAL SHEET	ii
EXAMINERS APPROVAL	iii
MOTTO AND DEDICATION	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
ABSTRACT	viii
TABLE OF CONTENTS	ix
LIST OF PICTURES	xi
LIST OF TABLE	xii
CHAPTER I: INTRODUCTION	
1.1 Background.....	1
1.2 Problem.....	3
1.3 Limitation of Problem.....	3
1.4 Purposes.....	4
1.5 Benefits.....	4
CHAPTER II: LITERATURE REVIEW	
2.1 Culinary Tourism.....	5
2.2 Palembang Culinary.....	5
2.2.1 Appetizer.....	5
2.2.2 Main Course.....	6
2.2.3 Dessert.....	6
2.3 Promotion.....	6
2.3.1 Kinds of Promotion Strategies.....	7
2.3.2 Purposes of Promotion.....	9

CHAPTER III: RESEARCH METHODOLOGY

3.1 Research Methodology.....	10
3.2 Object of Research.....	10
3.3 Techniques for Collecting Data.....	11
3.3.1 Interview.....	11
3.4 Techniques for Analyzing Data.....	11
3.4.1 Interview.....	11

CHAPTER IV: FINDINGS AND DISCUSSIONS

4.1 Findings.....	13
4.2 Discussions.....	13

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions.....	20
5.2 Suggestions.....	20

REFERENCES

APPENDICES

LIST OF PICTURES

Picture 4.1	19
Picture 4.2	19
Picture 4.3	19

LIST OF TABLE

Table 3.1.....	11
Table 4.1.....	13

