

FINAL REPORT

DESIGNING TOTE BAGS OF TOURISM OBJECTS OFF SOUTH SUMATERA AS TRAVEL PROMOTIONAL MEDIA



**This reports is written to fulfill one of the requirements for the subject of
final report at English Department**

By :

Amrina Rosyada DWP 061630901367

STATE POLYTECHNIC OF SRIWIJAYA PALEMBANG

ENGLISH DEPARTMENT

2019

APPROVAL SHEET

**DESIGNING TOTE BAGS OF TOURISM OBJECTS OFF SOUTH SUMATERA AS
TRAVEL PROMOTIONAL MEDIA**



By :

Amrina Rosyada DWP

061630901367

Palembang, July 2019

Approved by,

First Advisor,

Second Advisor,

Dr. Dra. Nurul Aryanti, M.Pd
ID. 196802181993032001

Dra. Risa, M.Pd
ID. 196508172000032001

Acknowledged by:

Head of English Department

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

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 would also 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 “Designing tote bags of Tourism Objects in South Sumatera as Travel Promotional Media”. This report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya.

Grateful acknowledgment is here made to those who helped the writer gather data for this paper. This work would not have reached its present form without their invaluable help. The writer also realized there are still many mistakes in process of writing this paper. I hope the readers can give suggestion and critic for this final report. Finally, the writer expects that this report can give advantages and usefulness to the student of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2019

The writer

ABSTRACT

DESIGNING TOTE BAGS OF TOURISM OBJECTS IN SOUTH SUMATERA AS TRAVEL PROMOTIONAL MEDIA

(Amrina Rosyada DWP, 2019: 44 Pages, 26 Pictures, 2 Tables)

The purpose of this final report is to know how to design this tote bag to give people information and make people interest about the tourism objects in South Sumatera. In this final report, the writer uses. Research and Development method. The “Research and Development” includes 3 steps: (1) Preliminary study, (2) Model Development and (3) Final product testing. And after that in designing the tote bags, knowledge about tourism objects, writing skill, photography and graphic design knowledge and skill were needed. Then, in developing the tote bags draft, the suggestions provided by experts were very fateful.

Keywords: Tote bag and tourism objects.

ABSTRAK

MERANCANG TAS TOTE OBYEK PARIWISATA DI SUMATERA SELATAN SEBAGAI MEDIA PROMOSI PERJALANAN

(Amrina Rosyada DWP, 2019: 44 Halaman, 26 Gambar, 2 Tabel)

Tujuan dari laporan akhir ini adalah untuk mengetahui bagaimana merancang tas jinjing ini untuk memberikan informasi kepada orang-orang dan membuat orang tertarik tentang objek-objek wisata di Sumatera Selatan. Dalam laporan akhir ini, penulis menggunakan Metode Penelitian dan Pengembangan. "Penelitian dan Pengembangan" meliputi 3 langkah: (1) Studi pendahuluan, (2) Pengembangan Model dan (3) Pengujian produk akhir. Dan setelah itu dalam mendesain tas jinjing, pengetahuan tentang objek wisata, keterampilan menulis, fotografi dan pengetahuan desain grafis dan keterampilan diperlukan. Kemudian, dalam mengembangkan rancangan tas jinjing, saran yang diberikan oleh para ahli sangat menentukan.

Kata kunci: Tas jinjing dan objek wisata.

MOTTO AND DEDICATION

“Forgives whoever wrongs you and always do the right things”.

This Final Report Dedicated To:

- My dad, mom, biological brothers and sister
- My cutest niece
- My big family
- My unbiological siblings

TABLE OF CONTENT

<u>TITLE SHEET</u>	i
<u>APPROVAL SHEET</u>	ii
LIST OF FIGURE	9
LIST OF TABLE	10
PREFACE	3
ACKNOWLEDGMENTS	Kesalahan! Bookmark tidak ditentukan.
ABSTRACT	4
MOTTO AND DEDICATION	6
CHAPTER I	Kesalahan! Bookmark tidak ditentukan.
INTRODUCTION	Kesalahan! Bookmark tidak ditentukan.
1.1 Background	Kesalahan! Bookmark tidak ditentukan.
1.2 Problem Formulation	Kesalahan! Bookmark tidak ditentukan.
1.3 Purpose	Kesalahan! Bookmark tidak ditentukan.
1.4 Benefits	Kesalahan! Bookmark tidak ditentukan.
CHAPTER II	Kesalahan! Bookmark tidak ditentukan.
LITERATURE REVIEW	Kesalahan! Bookmark tidak ditentukan.
2.1 Tote bag	Kesalahan! Bookmark tidak ditentukan.
2.1.1 Definition of tote bag	Kesalahan! Bookmark tidak ditentukan.
2.1.2 Types o Tote bags	Kesalahan! Bookmark tidak ditentukan.
2.2 Tourism	Kesalahan! Bookmark tidak ditentukan.
2.2.1 Definition of Tourism	Kesalahan! Bookmark tidak ditentukan.
2.2.2 Kinds of Tourism	Kesalahan! Bookmark tidak ditentukan.
2.2.3 Definition of Tourism Object.....	Kesalahan! Bookmark tidak ditentukan.
2.3 Promotion	Kesalahan! Bookmark tidak ditentukan.
2.3.1 Definition of Promotion	Kesalahan! Bookmark tidak ditentukan.
2.3.3 Promotion Mix	Kesalahan! Bookmark tidak ditentukan.
CHAPTER III	Kesalahan! Bookmark tidak ditentukan.
RESEARCH METHODOLOGY	Kesalahan! Bookmark tidak ditentukan.
3.1 Method of Research	Kesalahan! Bookmark tidak ditentukan.
3.2 Places of Research	Kesalahan! Bookmark tidak ditentukan.
3.3 The Object of Research	Kesalahan! Bookmark tidak ditentukan.
3.4 Techniques for Collecting Data	Kesalahan! Bookmark tidak ditentukan.
3.5 Techniques of Analyzing Data	Kesalahan! Bookmark tidak ditentukan.
CHAPTER IV	Kesalahan! Bookmark tidak ditentukan.
FINDINGS AND DISCUSSION	Kesalahan! Bookmark tidak ditentukan.

4.1 Findings.....	Kesalahan! Bookmark tidak ditentukan.
4.1.1 Preliminary Study	Kesalahan! Bookmark tidak ditentukan.
4.1.2 Model Development	Kesalahan! Bookmark tidak ditentukan.
4.1.3 Final Product Testing	Kesalahan! Bookmark tidak ditentukan.
.....	Kesalahan! Bookmark tidak ditentukan.
.....	Kesalahan! Bookmark tidak ditentukan.
4.2 Discussion.....	Kesalahan! Bookmark tidak ditentukan.
CHAPTER V	Kesalahan! Bookmark tidak ditentukan.
CONCLUSION AND SUGGESTION ...	Kesalahan! Bookmark tidak ditentukan.
5.1 Conclusion	Kesalahan! Bookmark tidak ditentukan.
5.2 Suggestions.....	Kesalahan! Bookmark tidak ditentukan.
REFERENCES.....	Kesalahan! Bookmark tidak ditentukan.
APPENDICES	

LIST OF FIGURE

- Figure 4.1 Tote Bag with Mount Dempo picture..**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.2 Tote Bag of Putri Cave**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.3 Tote Bag of Gemuhak Hot spring.....**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.4 Tote Bag of Ranau Lake**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.5 Tote Bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.6 revision of the tote bag of Putri Cave **Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.7 the tote bag of Putri Cave**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.8 revision of the tote bag of Gemuhak Hot Spring**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.9 the tote bag of Air Panas Gemuhak**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.10 revision of the tote bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.11 the tote bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.12 the tote bag of Putri Cave**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.13 revision of the tote bag of Gemuhak Hot Spring**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.14 the tote bag of Ranau Lake**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.15 revision of the tote bag of Ranau Lake**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.16 the tote bag of Gemuhak Hot Spring **Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.17 revision of the tote bag of Gemuhak Hot Spring**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.18 the tote bag of Mount Dempo.....**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.19 revision of the tote bag of Mount Dempo**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.20 revision of the tote bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.21 the tote bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.22 The Final Product for Tote Bag of Mount Dempo**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.23 The Final Product for Tote Bag of Putri Cave**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.24 The Final Product for Tote Bag of Gemuhak Hot Spring**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.25 The Final Product for Tote Bag of Ranau Lake**Kesalahan! Bookmark tidak ditentukan.**
- Figure 4.26 The Final Product for Tote Bag of Bumi Ayu Temple**Kesalahan! Bookmark tidak ditentukan.**

LIST OF TABLE

Tabel 4.1 Table of Quotes.....	33
Tabel 4.2 Table of Quotes.....	36