

FINAL REPORT PROPOSAL
DESIGNING A BOOKLET OF KAMPUNG KAPITAN AS TOURISM
HERITAGE DESTINATION IN PALEMBANG



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

By :

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STATE POLYTECHNIC OF SRIWIJAYA PALEMBANG

ENGLISH DEPARTMENT

2019



APPROVAL SHEET

**DESIGNING A BOOKLET OF KAMPUNG KAPITAN AS TOURISM
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By :

Hendi Rama Cahyadi

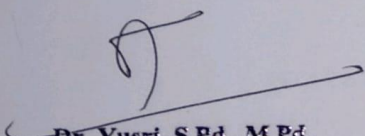
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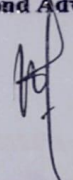
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FINAL REPORT

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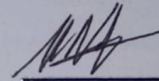
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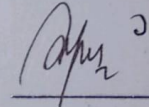
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STATE POLYTECHNIC OF SRIWIJAYA
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2019

PREFACE

First of all, the writer would like to convey his gratitude to Allah SWT for the outstanding mercy given to the writer so that the writer could accomplish and finish the final report. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya entitled “Designing a Booklet of Kampung Kapitan as Tourism Heritage Destinations in Palembang.”

The writer considers that there are still some mistakes in writing this report, they were caused by the limitation in experience, ability and knowledge that the writer had. Therefore, the writer expects the readers would give suggestion and criticism for the final report progress.

Finally, the writer expects that this final report can give advantages and usefulness especially for the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2019

The Writer

ABSTRACT

DESIGNING A BOOKLET OF KAMPUNG KAPITAN AS TOURISM HERITAGE DESTINATION IN PALEMBANG

(Hendi Rama Cahyadi, 2019: 53 Pages, 7 Pictures and 36 Figures)

The goal of this research is to produce a booklet of Kampung Kapitan and promote Kampung Kapitan as heritage destination of Palembang. The purposes of writing this final report is to find out the way of how to design the booklet of Kampung Kapitan as tourism heritage destination in Palembang. The methodology of this research is Research and Development by Sukmadinata (2005), they are : (1) Preliminary study, (2) field survey and (3) draft model. The first research step: research and information collection, and observation. Second, development step consisted of planning, developing, testing, revising, producing final product, and dissemination. Based on the finding, the writer made a design of Kampung Kapitan booklet that can promote Palembang heritage destination. The design were created by the writer with some corrections and suggestion from the experts. It is concluded that the booklet may give information to the readers about Kampung Kapitan Destination and can be used as a media to promote Kampung Kapitan as heritage destination of Palembang.

Keywords: Research and Development, Booklet, Palembang Destination.

ABSTRACT

DESIGNING A BOOKLET OF KAMPUNG KAPITAN AS TOURISM HERITAGE DESTINATION IN PALEMBANG

(Hendi Rama Cahyadi, 2019: 53 Halaman, 7 Gambar dan 36 Lampiran Foto)

Tujuan dari penelitian ini adalah untuk menghasilkan buklet Kampung Kapitan dan mempromosikan Kampung Kapitan sebagai tujuan warisan budaya Palembang. Tujuan penulisan laporan akhir ini adalah untuk mengetahui cara mendesain buklet Kampung Kapitan sebagai tujuan wisata warisan budaya di Palembang. Metodologi penelitian ini adalah Penelitian dan Pengembangan oleh Sukmadinata (2005), yaitu: (1) Studi pendahuluan, (2) survei lapangan dan (3) rancangan model. Langkah penelitian pertama: penelitian dan pengumpulan informasi, dan observasi. Kedua, langkah pengembangan terdiri dari perencanaan, pengembangan, pengujian, revisi, produksi produk akhir, dan diseminasi. Berdasarkan temuan tersebut, penulis membuat desain buklet Kampung Kapitan yang dapat mempromosikan destinasi peninggalan Palembang. Desainnya dibuat oleh pembungkus dengan beberapa koreksi dan saran dari para ahli. Disimpulkan bahwa buku kecil ini dapat memberikan informasi kepada pembaca tentang Tujuan Kampung Kapitan dan dapat digunakan sebagai media untuk mempromosikan Kampung Kapitan sebagai tujuan warisan budaya Palembang.

Kata kunci: Penelitian dan Pengembangan, Buklet, Destinasi Palembang.

MOTTO AND DEDICATION

“Ketika aku mohon pada Allah kekuatan, Allah memberikan kesulitan agar aku menjadi kuat, ketika aku mohon pada Allah kesejahteraan, Allah memberiku akal untuk berfikir.” – Hasan Al Basri.

This final report dedicated to:

- Allah SWT
- Prophet Muhammad SAW
- My beloved parents
- My beloved brother and sister
- My lecturers in English Department at State Polytechnic of Sriwijaya
- My beloved friends

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