

**MEDIA PROMOTION OF JAKABARING SPORT CITY AS SPORT  
TOURISM DESTINATION IN PALEMBANG**



**This report is written to fulfill the requirement for final report project at  
English Department**

**By :  
Birgita Verity  
061630900675**

**STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG**

**2019**

**APPROVAL SHEET**  
**MEDIA PROMOTION OF JAKABARING SPORT CITY AS SPORT**  
**TOURISM DESTINATION IN PALEMBANG**



Palembang, July 2019

Approved by:

First Advisor,

**Drs. Zakaria, M.Pd.**  
**ID. 196408122000031002**

Second Advisor,

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

Acknowledged by:

Head of English Department

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

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**FINAL REPORT**

By :

Birgita Verity

061630900675

**Approved by the Examiners Committee**

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

Dra. Risa, M.Pd.  
ID. 196508172000032001

Herman, SPd., MPd.  
ID. 197107012002121001

**Signature**

The image shows three handwritten signatures in black ink, each written over a horizontal line. The signatures are stylized and cursive. The first signature is at the top, the second in the middle, and the third at the bottom.

**STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG  
2019**

## **PREFACE**

First of all, the writer would like to perform the gratitude to Jesus Christ for the blessing that given to the writer, so that the writer could accomplish and finish the final report on time. Next, the writer would like to express the warmest gratitude for family because they have always support the writer in finishing this final report. The writer also would like to give big thanks for the advisors who had been helping in writing and finishing this final report.

This report is written to fulfill the requirement for Final Report project at State Polytechnique of Sriwijaya which entitled **”Media Promotion of Jakabaring Sport City as Sport Tourism Destination in Palembang”**.

The writer realize that there are still have some mistakes in writing this final report and far for being the perfect. The writer hope the readers can give suggestion and critics for this final report. The writers hope expect that this final report can give advantages and usefulness especially for the students of English Department.

Palembang, July 2019

The Writer

## **ACKNOWLEDGEMENT**

First of all, I would like to express gratitude to Jesus Christ that has given me the mercy, the grace, the grand and bless. So, the writer can finish this final report.

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5. My beloved friends 6BB, thank you for the help, suggestion and support. Hopefully we can success together in the future.

Finally, I would like to thank to all parties who helped and gave contribution directly and indirectly during writing the final report from PT. Jakabaring Sport City.

Palembang, July 2019

The writer

## ABSTRACT

### MEDIA PROMOTION OF JAKABARING SPORT CITY AS SPORT TOURISM DESTINATION IN PALEMBANG

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(Birgita Verity, 2019, 29 pages Chapter I-V)

This research aims to know the media promotion of Jakabaring Sport City as sport tourism destination in Palembang. The data were collected through direct interview with Mrs. Alice Handojo as the Manager of Public Resources and Mr. Mirza Mursalim as the Corporate Secretary of Jakabaring Sport City, observation and documentation. The writer used qualitative research by using descriptive analysis method. Based on this research, the writer got the result that the media promotion of Jakabaring Sport City as sport tourism destination in Palembang are Above The Line (ATL) which are new-age media/ internet, company website, Instagram, Facebook and YouTube and Below The Line (BTL) which are brochure and banner. Jakabaring Sport City already uses those media promotion in accordance with the functions of promotion itself. They are providing information, persuading and influencing, creating impressions (image) and promoting the goals. At the end, the writer suggests that it will be useful for the management of Jakabaring Sport City to improve the media promotion become more attractive and up to date for visitors.

**Keywords:** (*printed media, new-age media, promotion*)

## ABSTRAK

### PROMOSI MEDIA JAKABARING SPORT CITY SEBAGAI DESTINASI PARIWISATA OLAHRAGA DI PALEMBANG

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(Birgita Verity, 2019, 29 halaman Bab I-V)

Penelitian ini bertujuan untuk mengetahui media promosi Jakabaring Sport City sebagai tujuan wisata olahraga di Palembang. Data dikumpulkan melalui wawancara langsung dengan Ibu Alice Handoyo sebagai Manajer Sumber Daya Publik dan Bapak Mirza Mursalim sebagai Sekretaris Perusahaan Jakabaring Sport City, observasi dan dokumentasi. Penulis menggunakan penelitian kualitatif dengan menggunakan metode analisis deskriptif. Berdasarkan penelitian ini, penulis mendapatkan hasil bahwa promosi media Jakabaring Sport City sebagai tujuan wisata olahraga di Palembang adalah *Above The Line* (ATL) yang merupakan media / internet zaman baru, situs web perusahaan, Instagram, Facebook dan YouTube dan *Below The Line* (BTL) yaitu brosur dan spanduk. Jakabaring Sport City sudah menggunakan media promosi tersebut sesuai dengan fungsi promosi itu sendiri. Mereka memberikan informasi, mengajak dan mempengaruhi, menciptakan tayangan (gambar) dan mempromosikan tujuan. Pada akhirnya, penulis menyarankan bahwa akan bermanfaat bagi manajemen Jakabaring Sport City untuk meningkatkan promosi media menjadi lebih menarik dan terkini bagi pengunjung.

**Kata Kunci:** (*media cetak, media masa kini, promosi*)

## **MOTTO**

**“I was born to be somebody”**

## **DEDICATION**

This final report is dedicated to:

State Polytechnique of Sriwijaya

Lecturers in English Department at State Polytechnique of Sriwijaya

My beloved parents

My beloved friends



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