

FINAL REPORT

**DESIGNING OF PALEMBANG GREAT DESTINATIONS BOOKLET TO
PROMOTE TOURISM DESTINATIONS IN PALEMBANG**



**This report is written to fulfill the requirement of the subject on the final
report project in English Department**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2019

APPROVAL SHEET

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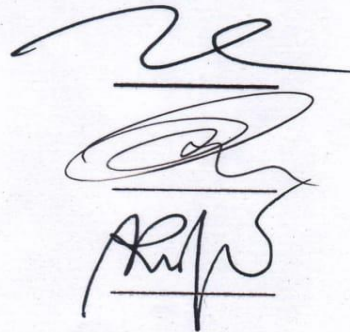
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PREFACE

First of all, the writer would like to convey his gratitude to Allah SWT for the blessing given to the writer, so could finish the final report. This final report was written to fulfill the needs of English Department Diploma III curriculum of State Polytechnic of Sriwijaya entitled “Designing of Palembang Great Destinations Booklet to Promote Tourism Destinations in Palembang”.

The writer considers that there are still some mistakes in writing this final report. Therefore, constructive criticisms and suggestions are expected for the final report progress. Finally, the writer expect that this report can give the benefits to other people especially for the students.

Palembang, July 2019

The writer

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In this moment, the writer would like to express deep gratitude to the people for their advices. In this chance, the writer would like to thank to:

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MOTO AND DEDICATION

Motto:

“BE A HUMAN AS A HUMAN BEING”

This final report is dedicated to:

Tri Acriani S.pd

Drs Supardan

Achmad Rizqi Setiawan

Alm Laisan Bin Derani

Cik Yuma

Saadah Senith

My Amd.Li degree

ABSTRACT

DESIGNING OF PALEMBANG GREAT DESTINATIONS BOOKLET TO PROMOTE TOURISM DESTINATIONS IN PALEMBANG

(Achmad Fajar Akbar Sutrisno, 2019: 60 Pages)

The goal of this research is to develop booklet of *Palembang Great Tourism Destinations* to promote Palembang tourism destination around the Musi River Palembang. This report is used to find How design booklet *Palembang Great Tourism* by designing booklet promotion of *Palembang Great Destinations* as great tourism around the Musi River Palembang. The methodology of this research is Research and Development from Sukmadinata (2005). This final report modified and developed the Research and Development method into three steps: Preliminary Study, Model Development, and also Final Product Testing. The problem formulation in this report was formulated into a question: How to design bokletf *Palembang Great Destinations*. The research instruments used, first Preliminary Study: literature study, field survey, model draft. Second, model development consisted of limited testing and wider testing. Based on the finding, the writer made dising bokklet of *Palembang Great Tourism* to promote as tourism destinations around the Musi River. It is concluded that the developed booklet may give knowledge and information to the readers about great destinations around the Musi River Palembang which will be promoted.

Keywords: Research and Development, Book, Destinations

ABSTRAK

MENDESIGN BOOKLET *PALEMBANG GREAT DESTINATIONS* UNTUK MEMPROMOSIKAN DESTINASI WISATA DI PALEMBANG

(Achmad Fajar Akbar Sutrisno, 2019: 60 Halaman)

Tujuan dari penelitian ini adalah untuk mengembangkan buklet Destinasi Wisata Hebat Palembang untuk mempromosikan tujuan wisata Palembang di sekitar Sungai Musi Palembang. Laporan ini digunakan untuk menemukan Bagaimana mendesain booklet Wisata Hebat Palembang dengan merancang promosi booklet Destinasi Hebat Palembang sebagai pariwisata hebat di sekitar Sungai Musi Palembang. Metodologi penelitian ini adalah Penelitian dan Pengembangan dari Sukmadinata (2005). Laporan akhir ini memodifikasi dan mengembangkan metode Penelitian dan Pengembangan menjadi tiga langkah: Studi Awal, Pengembangan Model, dan juga Pengujian Produk Akhir. Perumusan masalah dalam laporan ini dirumuskan menjadi sebuah pertanyaan: Bagaimana mendesain booklet Destinasi Besar Palembang. Instrumen penelitian yang digunakan, Studi Pendahuluan pertama: studi literatur, survei lapangan, rancangan model. Kedua, pengembangan model terdiri dari pengujian terbatas dan pengujian lebih luas. Berdasarkan temuan tersebut, penulis membuat booklet dising Wisata Besar Palembang untuk dijadikan destinasi wisata di sekitar Sungai Musi. Disimpulkan bahwa booklet yang dikembangkan dapat memberikan pengetahuan dan informasi kepada pembaca tentang tujuan-tujuan hebat di sekitar Sungai Musi Palembang yang akan dipromosikan.

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