

FINAL REPORT
DESIGNING A BOOKLET OF SONGKET CRAFT CENTER IN PALEMBANG



**This report is written to fulfill the requirement for final report subject in
English Department**

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STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
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APPROVAL SHEET
FINAL REPORT

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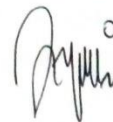
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ABSTRACT

**DESIGNING A BOOKLET OF SONGKET CRAFT CENTER IN
PALEMBANG**

(Muhammad Nasrullah, 2019: 35 Pages, 1 Table, 16 Pictures, 19 Appendices)

Songket is one of Palembang's cultural heritages. Even though songket is already known by most Palembang people, many don't know the specific details about it. This final report aims to know how to design a booklet of songket craft center in Palembang. The writer used Research & Development (R&D) method by Sukmadinata (2005). The data were collected by using interviews, observation, and documentation. In limited trial, the result showed that the booklet needed some revisions. The experts commented and suggested that the sentence, grammar, and spelling mistakes for the booklet's contents must be fixed, the font and size of each contents and background must be related with the theme, and must add the uniqueness of each songket craft stores to make the tourists know more about the uniqueness of each songket craft store. In wider trial, the users tested the booklet that had been revised by the writer. After collecting all the comments and suggestions to the final product, the writer concluded that the booklet can be accepted as promotion book to promote the Songket Craft Center to international tourists about the detailed information of Songket Craft Center, especially the names of songket craft stores, the addresses, types of songket sold, price, time of operation, and phone number from each songket stores. The writer also would like to give suggestions to the next researcher to continue this research with local tourists as the target of tourism marketing.

Keywords: Designing, Booklet, Songket, Craft Center

MOTTO AND DEDICATION

Motto:

“Apabila ilmu dan amal ibadah tidak membuahkan akhlak yang mulia, artinya ilmu dan amal itu tidak ada nilainya di sisi Allah SWT.”

-Ustadz Ashaari Muhammad-

This Final Report is dedicated to:

Allah SWT

Prophet Muhammad SAW

My Parents

My Family

State Polytechnic of Sriwijaya

My Lecturers at English Department of State Polytechnic of Sriwijaya

My Friends at GH Corner Palembang

My Friends at English Library Palembang

My Friends at State Polytechnic of Sriwijaya

Muhammad Nasrullah

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the outstanding mercy and the bless that has been given to the writer. Therefore, the writer could finish this final report. This report is written as one of the requirements to finish Diploma Three at the English Department of State Polytechnic of Sriwijaya which is entitled “Designing a Booklet of Songket Craft Center in Palembang”. This final report gives detail information about the names of songket craft stores, the addresses, types of songket sold, prices, time of operation, and phone number from each songket stores, and also the booklet can be used as a guidance to international tourists to know information about songket craft center in Palembang.

The writer realizes that this final report still has many insufficiencies and it is still far from perfect. This is because of the limitation of time, experience, knowledge, and ability that the writer has. Therefore, the writer expects the readers can give suggestion for this final report.

Finally, the writer expects that this final report can give advantages and be usefull especially for the students of the English Department.

Palembang, July 2019

The writer

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