

**FINAL REPORT**

**USING BLOG TO PROMOTE PALEMBANG TRADITIONAL SNACKS**



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

**By:**

**MONITA AYU QOMARA**

**061630900683**

**STATE POLYTECHNIC OF SRIWIJAYA**

**PALEMBANG**

**2019**

**APPROVAL SHEET**

**USING BLOG TO PROMOTE PALEMBANG TRADITIONAL SNACKS**



**MONITA AYU QOMARA**

**051630900683**

**Palembang, July 2019**

**Approved by:**

**First Advisor,**

**Second Advisor,**



**Dr. Yusri, S.Pd., M.Pd.**

**Koryati, S.Pd., M.Pd**

**ID. 197707052006041001**

**ID. 198108312005012003**

**Acknowledged by:**

**Head of English Department**



**Drs. M. Nadjmuddin, M.A.**

**ID. 196209071988031001**

**USING BLOG TO PROMOTE PALEMBANG TRADITIONAL SNACKS**

**FINAL REPORT**

**BY:**

**MONITA AYU QOMARA**

**061630900683**

**Approved by the Examiners Committee**

**Signature**

Dr. Welly Ardiansyah, M.Pd.

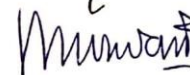
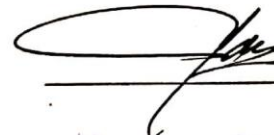
ID. 197408172006041001

Dra. Murwani Ujihanti, M.Pd.

ID. 195902171987032001

Drs. Zakaria, M.Pd.

ID. 196408122000031002



**ENGLISH DEPARTMENT  
STATE POLYTECHNIC OF SRIWIJAYA  
PALEMBANG**

**2019**

## ABSTRACT

### Using Blog to Promote Palembang Traditional Snacks

---

---

**(Monita Ayu Qomara, 2019, 43 pages, 19 figures, 5 tables)**

This research aims to use a blog of “Palembang Traditional Snacks”. The purpose of writing this final report is to raise the traditional snacks in Palembang via Blog. The problem is how to use blog to promote Palembang Traditional Snacks. The research and development (R&D) method modified by Sukmadinata (2017) was used in this study. The method consists of preliminary study, model development and final testing. In using blog, knowledge about the information of Palembang traditional snacks, English skills, and design skill were required in order to finish this product. In addition, the criticism and suggestion from experts were required as well.

***Keywords: Blog, Palembang Traditional Snacks, Research and Development.***

## ABSTRAK

### Using Blog to Promote Palembang Traditional Snacks

---

---

(Monita Ayu Qomara, 2019, 43 halaman, 19 figur, 5 tabel)

Penelitian ini bertujuan untuk menggunakan blog "Makanan Tradisional Palembang". Tujuan penulisan laporan akhir ini adalah untuk meningkatkan jajanan tradisional di Palembang melalui Blog. Rumusan Masalahnya adalah bagaimana menggunakan blog untuk mempromosikan Jajanan Tradisional Palembang. Metode penelitian dan pengembangan (R&D) yang dimodifikasi oleh Sukmadinata (2017) digunakan dalam penelitian ini. Metode ini terdiri dari studi pendahuluan, pengembangan model dan pengujian akhir. Dalam menggunakan blog, pengetahuan tentang informasi makanan ringan tradisional Palembang, keterampilan bahasa Inggris, dan keterampilan desain diperlukan untuk menyelesaikan produk ini. Selain itu, kritik dan saran dari para ahli juga diperlukan.

***Kata kunci: Blog, Makanan Ringan Tradisional Palembang, Penelitian dan Pengembangan.***

## **PREFACE**

First of all, the writer would like to thank Allah SWT for the blessing so the writer could accomplish and finish the final report on time. The writer is very grateful can accomplish the requirement of making the final report entitled “Using Blog to Promote Palembang Traditional Snacks” to fill the needs of English Department Diploma III curriculum of State Polytechnic of Sriwijaya.

The writer would also like to thank to all people who have given support in writing and finishing this final report, may it be family, lecturers and all friends in English Department at State Polytechnic of Sriwijaya, especially for Mr. Yusri and Mrs. Koryati who has given much advice and time to finish this report. The writer would also like to thank the interviewees who let the writer knows about all the information and data related to the report.

Finally, the writer realizes that there are still have some mistakes in writing this final report and far for being the perfect. Therefore, constructive criticisms and suggestions are expected. The writer expects that this report can give the benefits to other people who might need the information.

Palembang, 8 July 2019

The writer

## ACKNOWLEDGEMENT

First of all, the writer would like to thank to Allah SWT that gives a chance to finish this final report. Besides, the writer would like to express deep gratitude to the people for their advices. The writer would like to thank to:

1. My beloved parents, Mr. Rudi Patriadi and Mrs. Dewi Utama and families who always give support, pray, and motivation.
2. Mr. Dr. Yusri, S.Pd., M.Pd. as the First Advisor, and Mrs. Koryati, S.Pd., M.Pd. as the Second Advisor, thanks for the patience, corrections, suggestions, generosity and valuable guidance during the consultation to make this final report complete.
3. My ninth men of EXO, especially my everyday vitamins; Park Chanyeol and Byun Baekhyun, Thank you for being my mood maker when I had my mental breakdown and your songs really are motivated me well.
4. My kinda crazy friends: Baba Boentjit (Dina, Gitak, Resi, Maria, Ejak, and Ria). Go Mall (Vienna, Wiwid, Tiwik, Karin, Rani, Soni, and Chikim). Thank you for your support, motivation and always together during our struggle time in doing final report. To my beloved best friends since high school: Ajum, Nia, Ulya, Sabil, and Vira, thankies for your endless support and love.
5. All of my friends in English Department of State Polytechnic Sriwijaya especially my friends in 6 BB class who always give support to finish this final report.
6. All of lecturers and staffs of English Department who has given support and suggestions.
7. All of the interviewees who have given information and data, support, and suggestions.

Finally, the writer would like to thank to all parties that cannot be expressed one-by-one, who helped and gave contribution directly and indirectly for the writer during writing this final report.

## MOTTO AND DEDICATION

**Motto:**

**Be Brave, Be Humble**

**“be humbler while being brave”**

-bbh

**This final report is dedicated to:**

I dedicate this final report to me, myself and I.



## TABLE OF CONTENTS

|  |      |
|--|------|
| APPROVAL SHEET .....                                       | iii  |
| ABSTRACT .....   | iii  |
| PREFACE .....  | v    |
| ACKNOWLEDGEMENT .....                                      | vi   |
| MOTTO AND DEDICATION.....                                  | vii  |
| TABLE OF CONTENTS .....                                    | viii |
| LIST OF FIGURE .....                                       | x    |
| LIST OF TABLE .....  | xi   |
| CHAPTER I .....  | 1    |
| INTRODUCTION .....   | 1    |
| 1.1 Background .....                                       | 1    |
| 1.2 Problem Formulation .....                              | 3    |
| 1.3 Research Purpose.....                                  | 3    |
| 1.4 Limitation.....  | 3    |
| 1.5 Benefits .....   | 3    |
| CHAPTER II.....  | 4    |
| LITERATURE REVIEW.....                                     | 4    |
| 2.1 Culinary Tourism.....                                  | 4    |
| 2.2 Steps to Make Blog.....                                | 5    |
| 2.3 Traditional Snacks .....                               | 8    |
| 2.3.1 The Necessary of Preserving Traditional Snacks ..... | 9    |
| 2.4 Media Used for Promoting Traditional Snacks .....      | 10   |
| 2.4.1 Printed Media Promotion .....                        | 10   |

|                  |                                       |    |
|------------------|---------------------------------------|----|
| 2.4.2            | Electronic Media Promotion .....      | 12 |
| 2.4.3            | Internet Media Promotion .....        | 13 |
| 2.4.3.1          | Blog.....                             | 15 |
| 2.4.3.2          | Differences of Blog and Website ..... | 16 |
| 2.4.3.3          | Advantages of Blog .....              | 17 |
| 2.4.3.4          | Disadvantages of Blog .....           | 18 |
| CHAPTER III..... |                                       | 19 |
| 3.1              | The Method of Research .....          | 19 |
| CHAPTER IV.....  |                                       | 22 |
| 4.1              | Findings.....                         | 22 |
| 4.2              | Discussion .....                      | 22 |
| 4.2.1            | Preliminary Study.....                | 23 |
| 4.2.1.1          | Literature Study .....                | 23 |
| 4.2.1.2          | Field Survey .....                    | 23 |
| 4.2.1.3          | Model Draft Design.....               | 24 |
| 4.2.2            | Model Development .....               | 35 |
| CHAPTER V .....  |                                       | 43 |
| 5.1              | Conclusion.....                       | 43 |
| 5.2              | Suggestion .....                      | 43 |
| REFERENCES ..... |                                       | 44 |

## LIST OF FIGURE

|  |    |
|--|----|
| Figure 2. 1 Step 1 to Make Blog.....                                 | 5  |
| Figure 2. 2 Step 2 to Make Blog.....                                 | 5  |
| Figure 2. 3 Step 3 to Make Blog.....                                 | 6  |
| Figure 2. 4 Step 4 to Make Blog.....                                 | 6  |
| Figure 2. 5 Step 5 to Make Blog.....                                 | 7  |
| Figure 2. 6 Step 6 to Make Blog.....                                 | 7  |
| Figure 3. 1 The Steps of R&D by Sukmadinata (2017).....              | 19 |
| Figure 4. 1 the Homepage in Model Draft .....                        | 26 |
| Figure 4. 2 the Homepage in Model Draft .....                        | 27 |
| Figure 4. 3 Page of Palembang Traditional Snacks in Draft Model..... | 29 |
| Figure 4. 4 Page of Palembang Traditional Snacks in Draft Model..... | 30 |
| Figure 4. 5 Page of Palembang Traditional Snacks in Draft Model..... | 31 |
| Figure 4. 6 Model Design of Bluder Recipes Page .....                | 32 |
| Figure 4. 7 Model Design of Dadar Jiwo Recipes Page .....            | 32 |
| Figure 4. 8 Model Design of Engkak Ketan Recipes Page .....          | 33 |
| Figure 4. 9 Model Design of Engkak Medok Recipes Page .....          | 33 |
| Figure 4. 10 Model Design of Kojo Recipes Page .....                 | 34 |
| Figure 4. 11 Model Design of Srikaya Recipes Page .....              | 34 |
| Figure 4. 12 Model Design of Manan Sahmin Recipes Page.....          | 35 |

## LIST OF TABLE

|  |    |
|--|----|
| Table 2. 1 The Differences of Blog and Website .....                         | 16 |
| Table 4. 1 The revision of language appropriateness in limited testing ..... | 36 |
| Table 4. 2 The revision of design aspects in limited testings.....           | 38 |
| Table 4. 3 the revision of language appropriateness in wider testing.....    | 40 |
| Table 4. 4 The revision of design aspects in wider testing .....             | 42 |