

**THE MAKING OF BOOK & COMPACT DISC AS PROMOTION  
STRATEGY OF KULON PROGO: A JOB TRAINING  
PROJECT IN CV EXPLORE SOLO**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in Obtaining Degree in the English Diploma  
Program, Faculty of Cultural Sciences  
Sebelas Maret University**

**by:**

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**2016**

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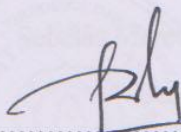
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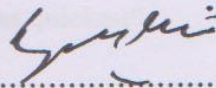
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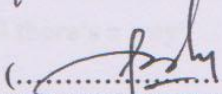
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## **MOTTO**

**“Your life’s an open book don’t close before it’s done”**

**(Metallica)**

**“The brightest flame burns quickest”**

**(Metallica)**

**“Where there’s a will there’s a way”**

**(Anonymous)**

**“Man jadda wajada”**

**“Man zara’a hasada”**

**“Man yajtahid yanjah”**

## **DEDICATION**

This final project report is dedicated for:

- **Allah SWT**
- **My parents**
- **My family**
- **All my friends**
- **CV. Explore Solo**

## PREFACE

First of all, I would like to say thanks to Allah SWT who always blesses and guides me. I also thank to all people who give support, guidance, and motivation to me in doing this final project report. This Final project report was written to fulfill the requirement in obtaining the English Diploma Program Faculty of Cultural Sciences, Sebelas Maret University.

This final project report entitled “**THE MAKING OF BOOK & COMPACT DISC AS PROMOTION STRATEGY OF KULONPROGO: A JOB TRAINING PROJECT IN CV EXPLORE SOLO**” discusses the promoting strategies done by the CV. Explore Solo and how did they applied their strategies in promoting Kulon Progo to public.

I realize that this final project report is far from being perfect, but I hope this final project report can be beneficial to the readers. I also hope that the readers give positive criticisms and suggestions to improve this final project report.

Surakarta, 12 January 2016

Dylan Valent Ramadhan S P

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2. **Agus Dwi Priyanto, S.S., M.CALL.**, as the Head of English Diploma Program, for the highest dedication for the English Diploma Students.
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5. All The Lecturers of English Diploma Program and all the staffs for sharing their knowledge and guiding me during my study.
6. The Director of CV. Explore Solo, **Muhammad Yusuf Rochmad Basuki, SE.**, and **M. Taufiq Al Makmun, S.S., M.A** for help and guidance during my job training.
7. **Disti, Mas Reza, Mas Amay, Mas Dimas, Ardy** for everything during my job training in the CV. Explore Solo.
8. My beloved parents for everything.
9. My favorite woman **Retno Wulandari Suci Ganggi**

10. My best fellas **Hery Adi Nugroho Jati, Afandhi Mucharom, Cahya Noyek Nugraha, Dominicus Sakti Wicaksono, Verena Anastasia Selviana, Albertus Henry, Mahardika Ekna Ilhamushidiq, Agung Budi Winarto, Tirza Indry Hapsari, Leoni Agusta, Pandam Sri Kuncoro, Tito Bagas Harjendro, Nur Wachid Afandhi, Galih Damas Priambodo** all my friends in English Diploma Program UNS. For your help, support, and kindness. *Kita adalah sahabat yang punya masa depan hebat.*
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13. My job training partner **Dominicus Sakti Wicaksono**, for help and support.

And for everyone, whom I could't mention one by one, thanks for the support, prayer, suggestion, and guidance for me to finish this final project.

Surakarta,

Dylan Valent Ramadhan S P



## ABSTRACT

**Dylan Valent Ramadhan S P, 2016. THE MAKING OF BOOK & COMPACT DISC AS PROMOTION STRATEGY OF KULON PROGO: A JOB TRAINING PROJECT IN CV EXPLORE SOLO. English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.**

This final project report is written based on the job training done at the CV. Explore Solo in three months. It is about the strategies of promoting Kulon Progo by using book and compact disc. The data of this report were obtained by doing survey and interview. The survey was conducted during the job training in Kulon Progo.

The objectives of this report are to explain about the steps of making book and compact disc, to promote Kulon Progo and to describe the 6 tourism objects in book & compact disc of Kulon Progo.

There are several steps to making book and compact disc, i.e. survey through internet, field survey, processing data, processing photo for background, and making book and compact disc.

The result of the final project shows that there are many steps in making book and compact disc. They are survey through internet, survey through field, data processing, process background processing, making book and compact disc. In explaining about the steps, the writer describe about the tourism objects such as Kulon Progo, Sermo Reservoir, Kali Biru, Glagah Beach, Suroloyo Peak, Nglinggo Tea Plantation, Sidoharjo Waterfall.

The writer has done a job in making book and compact disc as promotion strategy of Kulon Progo. Hopefully this final project can be beneficial to the readers.

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