

**FREE E-BOOKS PUBLICATION :**  
**ONE OF EXPLORESOLO.COM'S BEST WAYS IN**  
**BUILDING GOOD IMAGE**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in Obtaining Degree in the English  
Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret  
University**

By  
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**FACULTY OF LETTERS AND FINE ARTS**  
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**2014**

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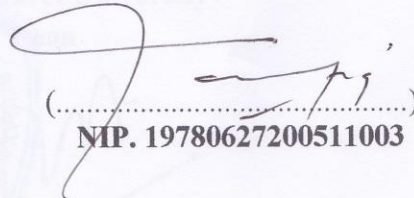
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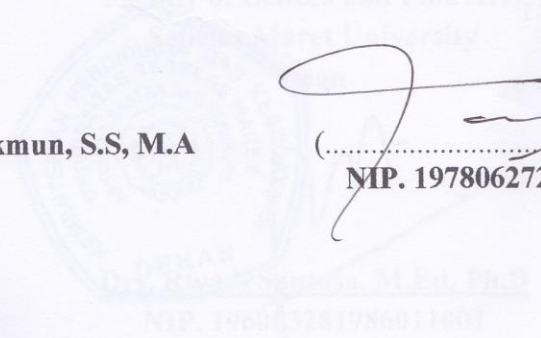
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## MOTTO

“Allah tidak membebani seseorang melainkan sesuai dengan kesanggupannya  
.....”

(Q.S. Al-Baqarah, 2 : 286)

“If you can't fly, then run  
If you can't run, then walk  
If you can't walk, then crawl.  
But whatever you do  
You have to keep moving forward”

-Martin Luther King Jr-

“When I had nothing to lose, I had everything.

When I stopped being who I am, I found myself”

-Paulo Coelho-

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## DEDICATION



This final project is dedicated to :

- Allah SWT
- My beloved Bapak&Ibuk
- My big family
- All my friends

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## PREFACE

First of all, the writer would like to thank Allah SWT, God the Almighty for blessing and guiding me. The writer also wants to thank to all people for supporting, guiding and motivating the writer in doing this final project entitled **“Free E-books Publication : One of ExploreSolo.com’s Best Ways in Building Good Image.”**

The final project made by the writer discusses about the activities of ExploreSolo.com in building its image to public. The writer also discusses about the public response to E-book publication of ExploreSolo.com in building the image. The writer made this final project in order to fulfil the requirement in obtaining Degree of English Diploma.

The writer realizes that this final project is far from being perfect. Therefore, the writer hopes that there are any suggestions and criticisms from readers to improve the weakness of this final project. The writer also hopes that the final project will be useful and be beneficial for the readers.

Surakarta, June, 11 2014

The writer

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8. All the lecturers of English Diploma Program and staff, **Mrs.Heni**, for sharing their knowledge, information and helping me during my study.
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12. My job training partners, I feel blessed to have a job training partner like you girl. We have such a great time during our job training.

At last but not least, I would like to give thanks to everyone for helping and supporting in finishing this final project.



## ABSTRACT

IndarNurHastuti, 2014. **Free E-booksPublication : One ofExploreSolo.com'sBest Ways in Building Good Image.** English Diploma Program, Faculty of Letters and Fine Arts, SebelasMaret University.

This final project report is written based on the job training done in ExploreSolo.com in one month starting from March, 3<sup>rd</sup> 2014 until April, 4<sup>th</sup> 2014. The objectives of this final project are to describe the function of Public Relations of ExploreSolo.com in building its image, especially how ExploreSolo.com build its image through E-book publication to public.

In this report, the techniques of collecting the data are observation and interview. The observation is conducted when the writer was on the job training. The interviews are done to the management of ExploreSolo.com.

Having explored the function of Public Relations of ExploreSolo.com in building its image, the writer found several activities related to image building through website, social media, services, social event, and exhibition. Besides those, E-book publication is also one of the activities of Public Relations of ExploreSolo.com in building its good image. The books mentioned are Guide Book to Explore Karimunjawa and E-book of Destinations. Both of the books are uploaded through free website that can be freely downloaded by public.

Hopefully, this final project can be beneficial to the readers and those who are interested in Public Relations.

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