

## CHAPTER V

### CONCLUSION & SUGGESTIONS

This chapter presents the conclusion and suggestion of this final report.

#### 5.1 Conclusion

The writer concluded that in writing a video script of *Kolam Susu*, the writer used steps of research and development modification by Sukmadinata (2005). The steps are preliminary study, development of the product, and final product testing. The writer did the steps to get a good result in writing the script.

In the Preliminary study the writer followed the three procedures in this step. First, literature study, the writer collected the data and information about script writing, AIDA model, and articles about *Kolam Susu*. Second, field study the writer did an interview and observation in *Kolam Susu* in order to collect the data needed in the model draft of the product. Third, Model draft, the writer put the data in the product drafting step using AIDA Model, which consists of four stages of writing the script (Attention, Interest, Desire, Action).

In Development of product, the writer has already done limited testing and wider testing to make the script developed. In limited testing, the writer asked experts to give their comment, suggestion, and correction in three aspects: content, script writing, and linguistics. Then, the writer revised some mistakes based on the expert's comment, suggestion, and correction. In wider testing, the writer gave the second draft to five respondents. After those people gave their comments and suggestions, the writer followed their suggestion and wrote a final product of final script.

The last step is Final product testing, because of lack of time, energy, and cost, the writer did not do this last step. As the result, the script that has been revised in the wider testing became a final script product of the research and the writer applied the revised script to the video of *Kolam Susu*, English script as voice over and Indonesian Script as subtitle of the video and it was uploaded the video to YouTube.

## **5.2 Suggestions**

### 1. For tourism sector

a. This video script can be used as an information medium about *Kolam Susu* as a new tourism destination in Palembang and can also attract tourist to come to this destination in Palembang city because tourist destinations is an asset of our city.

### 2. For future researchers

a. Future researchers can improve this research to be further developed, especially regarding research development and carry out all the research methods.

b. The writer suggests to other students of English Department at State Polytechnic of Sriwijaya to continue developing new ideas in writing final report about Palembang tourist destinations.