

FINAL REPORT

**WRITING VIDEO SCRIPT OF TANAH MAS LAKE AS A POTENTIAL
TOURISM DESTINATION IN BANYUASIN**



**This Final Report is submitted to fulfill one of the requirements to complete
the Diploma III of English Department State Polytechnic of Sriwijaya**

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PALEMBANG

2021

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TOURISM DESTINATION IN BANYUASIN**



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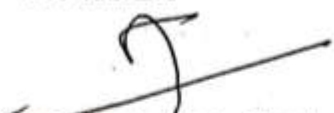
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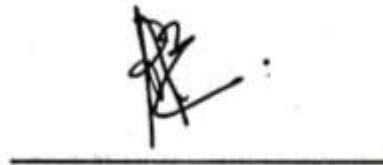
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ABSTRACT

Writing Video Script of Tanah Mas Lake as a Potential Tourism Destination in Banyuasin

(Rahayu Wilujeng, 2021 : i-xii + 47 pages, 11 figures, 8 tables).

The purpose of this research is to apply the writing script processes of Tanah Mas Lake as a potential tourism destination in Banyuasin. This research is used to complete the information about Tanah Mas Lake by writing video script of Tanah Mas Lake. In this final report, the writer used the modified Research and Development (R&D) method by Sukmadinata (2005). There are three stages of the modified R&D method: (1) Preliminary Study; (2) Model Development; and (3) Final Product Testing. In Preliminary Study, there were three steps, literature study, field study/survey, and model draft. In Model Development, there were two steps consisted of limited testing and wider testing. In Final Product Testing, there were three steps included pre-testing, last revision, and dissemination. Based on the data collected by observation and interview, the writer wrote video script by using AIDA model. The research instruments are combined both of the modified R&D stages and AIDA model. It is concluded that this research aims to apply the processes of writing scripts that might be used to provide more information about Tanah Mas Lake. As the result is a video entitled “Banyuasin Tourism Destination - Tanah Mas Lake.”

Key words: *Research and Development, video script, Tanah Mas Lake, AIDA model.*

ABSTRAK

Writing Video Script of Tanah Mas Lake as a Potential Tourism Destination in Banyuasin

(Rahayu Wilujeng, 2021 : i-xii + 47 halaman, 11 gambar, 8 tabel).

Tujuan dari penelitian ini adalah untuk menerapkan proses penulisan skrip video Danau Tanah Mas sebagai destinasi wisata potensial di Banyuasin. Penelitian ini digunakan untuk melengkapi informasi tentang Danau Tanah Mas dengan menulis skrip video Danau Tanah Mas. Dalam laporan tugas akhir ini, penulis menggunakan metode Research and Development (R&D) yang dimodifikasi oleh Sukmadinata (2005). Ada tiga tahapan metode R&D yang dimodifikasi: (1) Studi Pendahuluan; (2) Pengembangan Model; dan (3) Pengujian Produk Akhir. Dalam Studi Pendahuluan, ada tiga langkah, studi literatur, studi lapangan/survey, dan draft model. Dalam Pengembangan Model, terdapat dua tahap yang terdiri dari pengujian terbatas dan pengujian yang lebih luas. Dalam Pengujian Produk Akhir, ada tiga langkah yang meliputi pra-pengujian, revisi terakhir, dan diseminasi. Berdasarkan data yang dikumpulkan melalui observasi dan wawancara, penulis menulis skrip video dengan menggunakan model AIDA. Alat penelitian merupakan gabungan dari tahap R&D yang dimodifikasi dan model AIDA. Disimpulkan bahwa penelitian ini bertujuan untuk menerapkan proses penulisan skrip yang dapat digunakan untuk memberikan informasi lebih lanjut tentang Danau Tanah Mas. Hasilnya adalah video berjudul “Destinasi Wisata Banyuasin - Danau Tanah Mas”.

Kata kunci: *Research and Development, video script, Tanah Mas Lake, AIDA model.*

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report which entitled “Writing Video Script of Tanah Mas Lake as a Potential Tourism Destination in Banyuasin”. This Final Report is written to fulfill one of the requirements to complete the Diploma III Degree of English Department State Polytechnic of Sriwijaya. Then writer would like to thank to everyone who helped the writer to finish this final report, especially to the writer’s advisors who have given suggestions, support, and time.

The writer also realizes that there are so many lacks and this final report is still far from being perfect. Therefore, the writer expects the readers can give some comments and suggestions to make this final report better.

At the end, the writer expects that this final report can give benefits and be useful for the readers as the reference, especially the student of English Department State Polytechnic of Sriwijaya.

Palembang, July 2021

The Writer

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MOTTO AND DEDICATION

***"DON'T WAIT TO DIE, DON'T BE AFRAID TO DIE, AND DON'T LOOK
FOR DEATH"***

This final report is dedicated to

Allah SWT

My beloved family and friends

My dearest advisors, examiners and lecturers

English Department

State Polytechnic of Sriwijaya

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