

CHAPTER V

CONCLUSION AND SUGGESTIONS

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

5.1 Conclusion

In essence, in writing the video script of Tanah Mas Lake, the writer used the stages of Research and Development modified by Sukmadinata (2005). The stages are preliminary study, development of the product, and final product testing. First, the writer combined the preliminary study with the AIDA (Attention, Interest, Desire, and Action) model of copywriting, collected several informations of Tanah Mas Lake through literature study, and arranged field study/survey into the model draft step. Second, in Model Development, the writer conducted the limited testing and wider testing. Furthermore, in limited testing and wider testing, the writer assisted by some experts and respondents to ask their comment and suggestions for each aspects such as writing, content, linguistics, and Indonesian subtitles. Then, the writer revised the script based on experts' comment and suggestions. The last stage is final product testing, however the writer did not do this stage because of lack of time, fund, and energy. As the result, the last revised script in the wider testing was considered as the final product that applied in the video about Tanah Mas Lake. It consisted of an English script for voice over and Indonesian script for the video subtitles uploaded on Youtube, Facebook, and Instagram as a video reference for viewers to provide more information about Tanah Mas Lake.

5.2 Suggestions

There are two suggestions that can be given by the writer to:

1. Tourism Sector

The video script can be used as an information about Tanah Mas Lake as a potential tourism destination in Banyuasin to attract visitors to come to Banyuasin, especially to Tanah Mas Lake. Furthermore, this research can be used as a

reference for people in the tourism sector who want to write about video scripts of other tourism destinations.

2. Future Researchers

Future researchers can improve this research for further development, especially in carrying out all research methods. Furthermore, future researchers are expected to study more sources, references, more preparations related to research. In addition, the writer suggests using the AIDA (Attention, Interest, Desire, Action) model to write video scripts, especially for video scripts that are applied in promotional videos of a product or service.