FINAL REPORT

DESIGNING A VIDEO SCRIPT TO PROMOTE SULTAN MAHMUD BADARUDDIN II MUSEUM

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

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STATE POLYTECHNIC OF SRIWIJAYA
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Palembang, August 2021

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ABSTRACT

"DESIGNING A VIDEO SCRIPT TO PROMOTE SULTAN MAHMUD BADARUDDIN II MUSEUM"

(Vasa Annisa Indina, 2021, 1 Figure, 4 Charts, 13 Tables)

Promoting Sultan Mahmud Badaruddin II Museum is crucial, especially in this pandemic era. Many media can be used to promote the museum. In this research, the writer has chosen video as the media. Script is one of the basic elements of a video. Therefore, this final report was aimed at finding out how to design a video script to promote Sultan Mahmud Badaruddin II Museum. In this final report, the writer used research and development (R&D) method by Sukmadinata (2019) consisted of preliminary study, model development, and final testing. These stages were related with the stages of writing video script by Ranga and Koul (2017). In preliminary study, the steps were to find idea, set brief plan, and research to make the first draft of the product. The next step was model development which divided into two testings, limited testing and wider testing. The testings involved six experts to review the content, language, and format of the video script. The last step was final testing, in which the result was a video script entitled "Visiting Historical and Cultural Heritage at Sultan Mahmud Badaruddin II." It can be concluded that there are three steps of designing a video script to promote Sultan Mahmud Badaruddin II Museum, preliminary study to arrange the draft, developing the model through testing, and finishing the final draft.

Keywords: designing, video script, Sultan Mahmud Badaruddin II Museum

ABSTRAK

"MERANCANG NASKAH VIDEO UNTUK MEMPROMOSIKAN MUSEUM SULTAN MAHMUD BADARUDDIN II"

(Vasa Annisa Indina, 2021, 1 Gambar, 4 Diagram, 13 Tabel)

Mempromosikan Museum Sultan Badaruddin II Museum merupakan hal yang krusial, khususnya di masa pandemi. Banyak media yang bisa digunakan untuk mempromosikan museum tersebut. Pada penelitian ini, penulis memilih video sebagai media promosi. Oleh karena itu, laporan akhir ini ditujukan untuk mengetahui bagaimana cara merancang naskah video untuk mempromosikan Museum Sultan Mahmud Badaruddin II. Pada laporan akhir ini, penulis menggunakan metode penelitian dan pengembangan (R&D) oleh Sukmadinata (2019) terdiri dari studi pendahuluan, pengembangan model, dan uji model. Langkah-langkah tersebut berhubungan dengan langkah-langkah menulis naskah video oleh Ranga dan Koul (2017). Dalam studi pendahuluan, langkah-langkah yang dilakukan adalah menemukan ide, membuat rencana singkat, dan meneliti untuk membuat draf awal. Langkah berikutnya adalah pengembangan model yang terbagi dalam dua pengujian, uji coba terbatas dan uji coba lebih luas. Uji coba tersebut melibatkan enam ahli untuk memeriksa konten, bahasa, dan format naskah video. Langkah terakhir adalah uji model, yang mana hasilnya berupa naskah video berjudul "*Visiting Historical and Cultural Heritage at Sultan Mahmud Badaruddin II.*" Dapat disimpulkan bahwa terdapat tiga langkah dalam merancang naskah video untuk mempromosikan Museum Sultan Mahmud Badaruddin II, studi pendahuluan untuk menyusun draf, mengembangkan model melalui pengujian, dan menyelesaikan draf akhir.

PREFACE

First of all, the writer would like to express the gratitude to Allah swt for the blessing and mercy that have been given, so the writer could finish this final report. This final report is written as one of the requirements to finish Diploma study at English Department which is entitled "*Designing A Video Script to Promote Sultan Mahmud Badaruddin II Museum*". This final report presents the research of the process in designing a video script about the museum.

The writer considers that due to the limitation of financial, experiences, and times in writing and reporting this final report, so it still has many insufficiencies and it is not exactly perfect. Therefore, the writer expects the readers can give suggestions and critics to improve this final report.

Finally, the writer hopes that this final report can give advantage and usefulness especially for Sultan Mahmud Badaruddin II Museum and the students of English Department.

Palembang, August 2021

The Writer

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First of all, the writer would like to express the gratitude to Allah swt for the blessing and mercy that have been given to her, so the writer could finish this final report. This final report is written as one of the requirements to finish Diploma study at English Department of State Polytechnic of Sriwijaya Palembang.

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10. Classmate at 6 BA.

MOTTO AND DEDICATION

Motto:

“All things were difficult before they become easy.”

Dedication:

This final report is dedicated to:

1. State Polytechnic of Sriwijaya
2. Sultan Mahmud Badaruddin II Museum
3. My parents
4. My advisors

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