

FINAL REPORT
COPY WRITING OF ONLINE NATIVE ADVERTISEMENTS FOR
PALEMBANG CUISINES



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

By:

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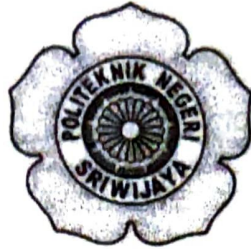
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STATE POLYTECHNICH OF SRIWIJAYA

2021

FINAL REPORT APPROVAL SHEET

**COPY WRITING OF ONLINE NATIVE ADVERTISEMENTS FOR
PALEMBANG CUISINES**



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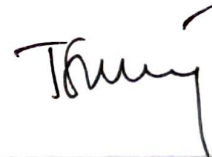
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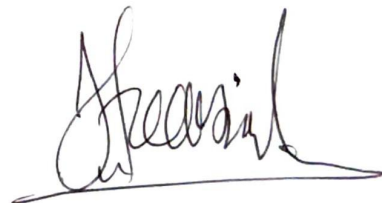
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**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

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MOTTO AND DEDICATION

**“Spend Each Day Trying to be a Little Wise Than You Were When You
Wake Up”**

a.k.a.

“Yok Bisa Yok”

This final report is dedicated to:

My family

My beloved friends

Covid-19 Generations

English Department

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report with the title “Copy Writing of Online Native Advertisements for Palembang Cuisines.” This final report is written to fulfill the requirement of the final report project in English Department of State Polytechnic of Sriwijaya.

The writer also would like to say thank you to everyone who helped the writer in finishing this final report, especially for the writer’s advisors who have given comments, suggestions, support, energy, and time. The writer also realizes that this final report is far from perfect, but it is expected that it will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtful suggestions and criticism are welcomed.

Palembang, July 2020

The writer

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10. Garpu Pempek Lover (Dedek, Icha, Laras, Sella, Tira) who always become the troublemakers, but at the same time, also become the one and only reason I laugh.

11. Mangkok Cuko Lover (Guntur, Kak Dodi, Nazhel, Randi) who always fill my WhatsApp notifications with useless chats, but that's what boosts my immunity.

ABSTRACT

COPY WRITING OF ONLINE NATIVE ADVERTISEMENTS FOR PALEMBANG CUISINES

This final report was aimed to apply the steps on how to write a copy of online native advertisement for Palembang cuisines into two languages namely English and Bahasa Indonesia. The target sellers of the Palembang cuisines were Pempek Cek Eha and Mie Celor Ujuk Imam 26. The methodology of this research was Research and Development (R&D) modified by Sukmadinata (2019). The stages are preliminary study, model development, and product testing and dissemination. To achieve the purpose, the stages of Research and Development were linked to the steps of writing a copy by Rieck (2008) namely preparing, organizing, writing, editing, and reviewing. Then the copy for Pempek Cek Eha and Mie Celor Ujuk Imam 26 was made and the video for each sellers was created. Finally, it is concluded that this final report may give information and knowledge to the readers on how to write a copy and implement it through a video. As well as, it may help both sellers to increase their sales due to the positive responses from the viewers.

Keyword: *Copywriting, Pempek Cek Eha, Mie Celor Ujuk Imam 26, Research and Development, Palembang Cuisines.*

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