

FINAL REPORT
COPYWRITING A PROMOTIONAL VIDEO SCRIPT OF NAJA TOUR
AND TRAVEL IN PALEMBANG



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

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STATE POLYTECHNIC OF SRIWIJAYA

2021

**APPROVAL SHEET
FINAL REPORT
COPYWRITING A PROMOTIONAL VIDEO SCRIPT OF NAJA TOUR
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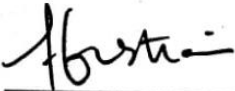

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**COPYWRITING A PROMOTIONAL VIDEO SCRIPT OF NAJA TOUR
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PALEMBANG**

2021

MOTTO AND DEDICATION

“..Allah does not burden a person beyond the ability.” –Q.S. Al-Baqarah (2) : 286

...

Don't be afraid of what you haven't faced yet.

This is all dedicated to :

Allah SWT

My Parents

Family

Best Friends

English Department

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PREFACE

First of all, the writer would like to say thank to Allah SWT for the blessing so that the writer could finish on final report for fulfill the requirement of final project in English Department of State Polytechnic of Sriwijaya. The writer also would like to express the gratitude to her prophet Muhammad SAW. The writer would like to give big thanks to the advisors who had been helping us in writing and finishing this report and the writer also would like to thanks to everyone who helped the writer to finish the final report with the title “Copywriting a Promotional Video Script of Naja Tour and Travel in Palembang”.

The writer realize that there are still some mistakes in writing this final report because the limitation of writer’s experience, ability, and knowledge that the writer has. The writer hope that the readers can give suggestion and critics for this report. The writers also hope that this final report can give advantages and usefulness especially for the students of English Department.

Palembang, July 2021

The writer

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ABSTRACT

COPYWRITING A PROMOTIONAL VIDEO SCRIPT OF NAJA TOUR AND TRAVEL IN PALEMBANG

(Yoka Zumarni, 2021: 51 pages, 1 charts, 4 tables)

The aim of this research was to know how to copywriting a promotional video script of Naja Tour and Travel in Palembang using steps of writing script by Friedman (2006). The methodology of this research was Research and Development Method (R&D) adapted from Sukmadinata (2005). The steps were: (1) Preliminary Study, (2) Model Development, and (3) Final Product Testing. In the preliminary study, the writer did literature study, field study, and arranging model draft. In the model development, there were limited testing and wider testing about the product. While in final product testing the product was developed for the final version of the product. There were six experts participated in giving comments and suggestion for the developing of the copywriting. The data revealed that the script had some comments and suggestions from the experts in limited testing about content, Indonesian and English aspects and wider testing about copywriting, English, and script writing aspect. It is concluded that the steps of writing video script by Friedman (2006) could easily implemented the steps by writer.

Keywords: *Promotional, Video Script, Tour and Travel*

ABSTRAK

COPYWRITING A PROMOTIONAL VIDEO SCRIPT OF NAJA TOUR AND TRAVEL IN PALEMBANG

(Yoka Zumarni, 2021: 51 pages, 1 charts, 4 tables)

Penelitian ini bertujuan untuk mengetahui cara copywriting naskah video promosi Naja Tour and Travel di Palembang dengan menggunakan langkah-langkah penulisan naskah karya Friedman (2006). Metodologi penelitian ini adalah Research and Development Method (R&D) yang diadaptasi dari Sukmadinata (2005). Langkah-langkahnya adalah: (1) Studi Pendahuluan, (2) Pengembangan Model, dan (3) Pengujian Produk Akhir. Dalam studi pendahuluan, penulis melakukan studi literatur, studi lapangan, dan menyusun draf model. Dalam pengembangan model, ada pengujian terbatas dan pengujian yang lebih luas mengenai produk. Sedangkan pada pengujian produk akhir dikembangkan produk menjadi final produk. Ada enam ahli yang berpartisipasi dalam memberikan komentar dan saran untuk pengembangan copywriting. Data tersebut mengungkapkan bahwa naskah tersebut memiliki beberapa komentar dan saran dari para ahli pengujian terbatas mengenai konten, aspek Bahasa Indonesia dan Bahasa Inggris dan pengujian yang lebih luas mengenai aspek copywriting, Bahasa Inggris, dan Penulisan skrip. Disimpulkan bahwa langkah-langkah penulisan naskah video karya Friedman (2006) dapat dengan mudah dilaksanakan oleh penulis.

Keywords: *Promotional, Video Script, Tour and Travel*

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