

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion based on the result of the research and development.

5.1. Conclusion

From the explanation in the previous chapters, the writer concludes that there are three steps in writing a promotional video script of Naja Tour and Travel in Palembang. The steps written by Friedman (2006) are in line with Research and Development method by Sukmadinata (2005). The first step is preliminary Study can be cooperated with the theories by Friedman, there were background research, investigation, concept, treatment and first draft. The second step is model development conducted with revision. The writer did limited testing to make product developed. The aspects were about the content of video script, Indonesian, and English. Then, the writer revised the video script. After that, the writer did wider testing. The writer asked comments and suggestions from 3 experts about Copywriting, English and Script Writing. The last step is final product testing connected with final draft. The writer stopped this research after doing wider testing and did not carry out the last step because of the lack time, cost, and ability.

5.2. Suggestion

The writer suggests that Naja Tour and Travel increase the promotion by uploading a video through other social media like Instagram and Facebook to make people know more about Naja Tour and Travel, not only in Palembang but also other cities. By doing this research hopefully people in Palembang know about Naja Tour and Travel better and can increase the pilgrims who want to the services of this travel agency.