

**THE VIDEO COPYWRITING OF DAPUR CINTA TO PROMOTE
PALEMBANG FOODS**



**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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STATE POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET
FINAL REPORT
THE VIDEO COPYWRITING OF DAPUR CINTA TO PROMOTE
PALEMBANG TRADITIONAL FOODS



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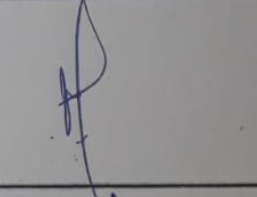
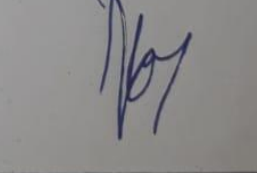
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**THE VIDEO COPYWRITING OF DAPUR CINTA TO PROMOTE
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ABSTRACT

The video Copywriting of Dapur Cinta To Promote Traditional Foods

This final report was aimed at researching and developing the video copywriting of Dapur Cinta to promote Palembang traditional foods. In this final report, the writer used research and development (R&D) method. The writer only conducted two steps of R&D method: (1) preliminary field testing, and (2) the development of product. The writer implemented these steps by asking the experts' opinion. The data were collected from the observation and interview. After analyzing the data, the writer started designing the video copywriting. The writer asked some experts' opinion about the content of video copywriting, Indonesian language, English, and video. The result is a video copywriting of Dapur Cinta To promote traditional foods.

Keywords: video copywriting, Palembang traditional food

ABSTRACT

**The video Copywriting of Dapur Cinta To Promote
Traditional Foods**

(Tenti Sulpa Murti, 2021, 42 Halaman)

Laporan akhir ini adalah pada penelitian dan pengembangan video copywriting Dapur Cinta untuk mempromosikan makanan tradisional Palembang. Dalam laporan tugas akhir ini, penulis menggunakan metode penelitian dan pengembangan (R&D). Penulis hanya melakukan dua langkah metode R&D: (1) uji lapangan pendahuluan, dan (2) pengembangan produk. Penulis menerapkan langkah-langkah tersebut dengan meminta pendapat para ahli. Data dikumpulkan dari observasi dan wawancara. Setelah menganalisis data, penulis mulai merancang video copywriting. Penulis menanyakan pendapat beberapa ahli tentang isi video copywriting, bahasa Indonesia, bahasa Inggris, dan video. Hasilnya adalah video copywriting Dapur Cinta Untuk mempromosikan makanan tradisional.

Keywords: video copywriting, Palembang traditional food

PREFACE

First of all, the writer would like to say thank to Allah SWT for the blessing that has been given to her, so she could finish the final report. The writer would like to express the gratitude to their prophet Muhammad SAW for sincere and remembering every kindness or fault occurred. The writer also would like to give big thanks to the advisors who helped in writing and finishing this report. This report is written to finish the study at State Polytechnic of Sriwijaya Palembang with the title “Designing Mugs to Promote Tourism Destinations in Palembang”.

The writer realizes that there are still some mistakes in writing this final report. The writer hopes that readers can give suggestion, comments, and advice for the final report. The writer hopes that this report can give advantages especially for the students of English Department.

Palembang, Juli 2021

The Writer

ACKNOWLEDGEMENT

First of all, the writer would like to thank to Allah SWT that has given us the mercy, the grace, and the blessing so the writer can finish this report. After that, the writer would like to express to Prophet Muhammad SAW who has brought us from the darkness into brightness. The writer also would like to give deepest gratitude to the entire participants for their advices and valuable guidance during writing this final report. In this chance, me as the writer would like to thank to:

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8. My beloved classmates of 6BB. Thank you for the motivation and great laugh during studying in English Department.

Finally, the writer would like to thank to all parties that cannot be expressed one-by-one, who give contribution and suggestion during the writer did this final report.

MOTTO

Always remember Allah Swt, do anything what you like and leave anything what you hate. Make your life is simple

DEDICATION:

I dedicate this final report to me as the writer, my beloved parents, my brother, my friends, my advisors, and my major English

Department POLSRI.

2021

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