

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

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

5.1. Conclusions

From the explanation in the previous chapters, the writer concludes that there are three steps in designing video copywriting of Dapur Cinta to promote Palembang traditional foods. The steps taken from sukmadinata (2015) are preliminary study, model development, and product testing and dissemination. In preliminary study, the writer did literature study, field survey, and model draft. While, in the model development, the writer did limited and wider testing. There were four experts were involved in the limited testing. They are Mr. Bangun Perkasa, manager of public relation at Dapur Cinta. Mr. Beni Wijaya, S.Pd., M.Pd, English lecturer of English Department, State Polytechnic of Sriwijaya. Mrs. Citra Wulandari, S.Pd. as Indonesian teacher at Junior High School 9 Talang Ubi. Mr. Adi Sutrisman, S.Kom, M.Kom. who is a lecturer at Computer Engineering Department State Polytechnic of Sriwijaya. Mr. Sinarman Pranatio Aritonang as video producer at Sriwijaya TV. Mr. Ismet Magma Anugerah, M.Pd, as business man in Magma Corporartion. The aspects were about the content of video script, Indonesian language, English, and video. Then, the writer did some revisions that have been proposed by the experts. After that, the writer did wider testing. In the testing phase, the writer got comments and suggestions from the two experts about content script video copywriting and video. Finally, in the product testing and dissemination, the writer did not do continue this step because of the lack ability as a student. However, it is supported by Sukmadinata (2005) states that in writing a final project for undergraduated student, the research and development can be stopped until the final draft without product testing. Therefore, the writer stopped the work until wider testing and considered the revision of wider testing as the final product.

5.2 Suggestion

In this final report, the writer would like to suggest Dapur Cinta to increase the promotion, and the facilities of Dapur Cinta, Such as, wifi, and parking area. So, it can attract the visitors to Dapur Cinta. In addition, the next future researchers can improve this research to be better.