

FINAL REPORT
DEVELOPING AN EFFECTIVE PERSUASIVE PRESENTATION FOR
PROMOTING MAUNG WATERFALL IN LAHAT REGENCY
THROUGH A PROMOTIONAL VIDEO



**This report is made to fulfill the requirement of Diploma
Graduation in English Department of State Polytechnic of
Sriwijaya**

By :

ARYA SADEWA
061830901194

STATE POLYTECHNIC OF SRIWIJAYA PALEMBANG
2021

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**APPROVAL SHEET
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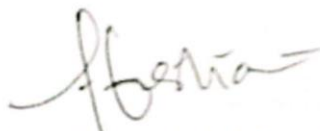


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MOTTO AND DEDICATION

“BE A MAN OF HIS WORDS”

“Be brave enough to heal yourself even when it hurts”

“Everyday is a second chance”

“Educating the mind without educating the heart is no education at all”

This Final Report is dedicated to :

- Allah SWT
- Prophet Muhammad SAW
- My beloved parents
- My beloved little brother
- My beloved lectures in English Department at State Polytechnic of Sriwijaya.
- My beloved friends
- Myself

PREFACE

First of all, the writer would like to convey his gratitude to Allah SWT for the outstanding mercy given to the writer that could finally finish this final report. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya entitled “Developing An Effective Persuasive Presentation For Promoting Maung Waterfall in Lahat Regency Through A Promotional Video.” The writer considers that there are still some mistakes in writing this final report. They might be caused by the limited experience, ability and knowledge that the writer had. Therefore, the writer expects the readers would give suggestions and criticism for the final report progress.

Finally, the writer expects that this final report can give some advantages to the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July, 2021

The writer

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ABSTRACT

DEVELOPING AN EFFECTIVE PERSUASIVE PRESENTATION FOR PROMOTING MAUNG WATERFALL IN LAHAT REGENCY THROUGH A PROMOTIONAL VIDEO

(Arya Sadewa 2021: 32 Pages and 5 Figures)

The aim of this research is to develop an effective persuasive presentation for promoting Maung Waterfall in Lahat Regency through a promotional video. The purpose of writing this final report is to know to the steps in developing an effective persuasive presentation for promoting Maung Waterfall in Lahat Regency through a promotional video. The methodology of this research is Research and Development by Febriana (2016), they are: (1) Preliminary study, (2) Development and (3) Validation. The first research step: research and information collection, and observation. Second, development step consisted of planning, developing, testing, revising and producing final product. Based on the finding, the writer made a presentation in the form of a promotional video. The presentation was delivered by the writer with some corrections and suggestion from the experts. It is concluded that the effective persuasive presentation may give information to the audience about Maung Waterfalls in Lahat Regency and can be used as a media to promote Maung Waterfalls Lahat Regency Tourism Object.

Keywords: Research and Development, Video Promotion, Presentation, Lahat Regency

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