

FINAL REPORT
COPYWRITING OF ONLINE VIDEO FOR KAMPUNG KAPITAN AND
KAMPUNG ARAB AL – MUNAWAR AS TOURIST DESTINATIONS IN
PALEMBANG



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:

ERIK MAHENSYAH

061830901198

STATE POLYTECHNIC OF SRIWIJAYA

2021

FINAL REPORT APPROVAL SHEET
COPYWRITING OF ONLINE VIDEO FOR KAMPUNG KAPITAN AND
KAMPUNG ARAB AL – MUNAWAR AS TOURIST DESTINATIONS IN
PALEMBANG



ERIK MAHENSYAH

061830901198

Palembang, August 2021

Approved by

First Advisor

Second Advisor

Drs. M. Nadjmuddin, M.A.
NIP 196209071988031001

Drs. Sunani, M.M.
NIP 196305181990031002

Acknowledged by

Head of English Department

Dr. Yusri, S.Pd., M.Pd
NIP 197707052006041001

APPROVAL SHEET OF EXAMINERS

**COPYWRITING OF ONLINE VIDEO FOR KAMPUNG KAPITAN AND
KAMPUNG ARAB AL – MUNAWAR AS TOURIST DESTINATIONS IN
PALEMBANG**

By:

ERIK MAHENSYAH

061830901198

Approved by the examiners committee

1. Munaja Rahma, S.Pd., M.Pd.

ID. 197405162002122001

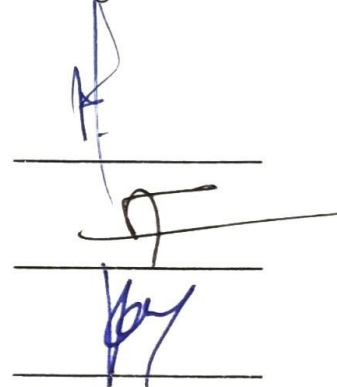
2. Dr. Yusri, S.Pd., M.Pd.

ID. 197707052006041001

3. Koryati, S.Pd., M.Pd.

ID. 197301032005012002

Signature



**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA**

2021

MOTTO AND DEDICATION

MOTTO

**“Comparison Destroys You. So, Give The Best of Yours
Until The Last Sweat in Your Battle”**

This final report is dedicated to:

My family

My beloved friends

English Department

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report with the title “Copy Writing of Online Video For Kampung Kapitan and Kampung Arab Al – Munawar as Tourist Destinations in Palembang.” This final report is written to fulfill the requirement of final report project in English Department of State Polytechnic of Sriwijaya.

Thank you also to everyone who assisted the writer in completing this final report, particularly the writer's advisers who provided comments, recommendations, support, enthusiasm, and time. Although the writer recognizes that this final report is far from faultless, it is supposed to be valuable not only to the researcher but also to the readers. As a result, suggestions and comments that are constructive and insightful are encouraged.

Palembang, August 2020

The writer

ACKNOWLEDGEMENT

First of all, the writer would like to express her highest gratitude to Allah SWT for the blessing, opportunity, and mercy to complete this final report. In arranging this final report, a lot of people have provided motivation, advice, and support for the writer. In this valuable chance, the writer intended to express her gratitude and appreciation to:

1. My family, especially my incredible parents, who becomes the one and only reason why I always keep going.
2. The head of English Department, Dr. Yusri, S.Pd., M.Pd, and other lecturers for always supporting the sixth semester students to finish this final report.
3. My excellent advisors, Mr. Drs. M. Nadjmuddin, M.A. and Mr. Drs. Sunani, M.M., for their supervision, advice, and guidance from the very early stage of this research as well as giving me extraordinary experiences and valuable knowledge throughout the past four months.
4. All the experts, Mrs. Dra. Wasitoh Meirani, M.Pd., Muhammad Reza, SH, MH., Ms. Octarini, Mr. Dimas Saputra, Amd. Ak. who gave many contributions in finishing this final report and the product I made.
5. Special thanks tribute to Kak Syafira Herliana who gave many help, comments. and suggestion in finishing this final report, I can say if she is my third advisors in my final report project.
6. Best fellas (Arya, Fariz, Hablil, Nanda, Rahmad) who help me to using their computer and laptop to finish my final report, thanks to you guys I hope I return the favor.
7. My precious friend (Tije, Atika, Anita, Rehan, Rana, Rafly, Mugi, Kessya, Winda, Fidel, Kelvin)
8. The best classmates ever I had 6 BC students, who are always be there and cheer up in every conditions.

9. Kalteng Squad (Galih, Ican, Irwan, Ijal) who always share the happiness, sadness, and support for me to finish this final report eventhough we never meet in real life.

10. Friends who united by accident in this final report project (Adi, Edi, Aji, Sat, Ditak, Mei, Ijah, Liak)

ABSTRACT

WRITING COPY OF ONLINE VIDEO FOR KAMPUNG KAPITAN AND KAMPUNG ARAB AL – MUNAWAR AS TOURIST DESTINATION IN PALEMBANG

This final report was aimed to apply the steps on how to write a copy of online video for Kampung Kapitan and Kampung Arab Al – Munawar as Tourist Destination in Palembang into two languages namely English and Bahasa Indonesia. The methodology of this research was Research and Development (R&D) modified by Sukmadinata (2005). The stages were preliminary study, model development, and product testing and dissemination. To achieve the purpose, the stages of Research and Development were linked to the steps of writing a copy by Rieck (2008) namely preparing, organizing, writing, editing, and reviewing. Then the copies for Kampung Kapitan and Kampung Arab Al - Munawar were made and the video for each destinations was created. Finally, it is concluded that this final report may give information and knowledge to the readers on how to write a copy and implement it through a online video. Finally, it may help both sellers to increase their sales due to the positive responses from the viewers.

Keyword: *Copy Writing, Kampung Kapitan, Kampung Arab Al - Munawar, Research and Development, Tourist Destinations.*

TABLE OF CONTENT

FINAL REPORT APPROVAL SHEET.....	i
MOTTO AND DEDICATION.....	ii
PREFACE.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT.....	vi
TABLE OF CONTENT.....	vii
LIST OF CHARTS.....	x
LIST OF TABLES.....	xi
CHAPTER 1.....	1
INTRODUCTION.....	1
1.1. Background.....	1
1.2. Problem Formulation.....	3
1.3. Problem Limitation.....	3
1.4. Research Purpose.....	3
1.5. Research Benefits.....	3
CHAPTER II.....	4
LITERATURE REVIEW.....	4
2.1. Copywriting.....	4
2.1.1. Step of Writing a Copy.....	5
2.2. AIDA Formula.....	6
2.3. Online Video.....	8
2.4. The Advantage of Video in Giving Information.....	8
2.5. Tourist Destination.....	10
2.5.1. Tourism.....	10
2.5.2. Tourism destination.....	11
2.6. Script.....	12

2.6.1. Function of Script.....	13
CHAPTER III.....	14
METHODOLOGY.....	14
3.1. Method of Research.....	14
3.2. The Stages of Research.....	16
3.2.1. Preliminary Study.....	18
3.2.2. Model Development.....	19
3.2.3. Product Testing and Dissemination.....	20
CHAPTER IV	21
FINDING AND DISCUSSIONS.....	21
4.1. Finding.....	21
4.1.1. Preliminary Study.....	21
4.1.2. Model Development.....	23
4.1.3. Product Testing and Dissemination.....	33
4.2. Discussion.....	34
4.2.1. Preliminary Study.....	34
4.2.2. Model Development.....	35
4.2.3. Product Testing and Dissemination.....	37
CHAPTER V.....	39
CONCLUSION AND SUGGESTIONS.....	39
5.1. Conclusion.....	39
5.2. Suggestions.....	39
REFERENCES.....	41
APPENDIX 1.....	43
APPENDIX 2.....	45
APPENDIX 3.....	48
APPENDIX 4.....	51
APPENDIX 5.....	54

APPENDIX 6.....	57
APPENDIX 7.....	60

LIST OF CHARTS

Figure 3. 1 The Stages of R&D.....	15
Figure 3. 2 The Stages of R&D Modified Source: Sukmadinata (2005).....	16
Figure 3. 3 The Stages of R&D by Sukmadinata (2005) and The Steps of Writing a Copy by Rieck (2008).....	18

LIST OF TABLES

Tabel 4. 1 First Draft of Copy.....	22
Tabel 4. 2 Grammatical Error in Bahasa Indonesia.....	24
Tabel 4. 3 Grammatical Error in English version.....	26
Tabel 4. 4 Mistakes in Content.....	29