

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1. Conclusion**

This final report is aimed to answer the question on how to write a copy of online vide for Kampung Kapitan and Kampung Arab Al – Munawar as Tourist Destinations in Palembang, in two languages namely English and Indonesia.

To write a copy, the writer conducted the study of Research and Development. There are some main stages of Research and Development. Advertising video is becoming more important to promote the tourist attractions. The basic idea for producing the advertising video is to capture attention and inspire viewers to act. The advertising's main goal is to attract the prospective tourists to visit the tourist destinations. Native advertising is the most effective technique to engage customers.

#### **5.2. Suggestions**

Copywriting abilities must be deployed throughout the video production process based on AIDA formula arose people's interest and makes them want to take action. Furthermore, a good copy writing takes a long process to entice viewers, and provide viewers with useful information while they watch the online video.

Thus, this study's findings suggest that copywriters do much more than just compose advertisement copy. They should do research, do video editing, write copy. Copywriters should consider the following responsibilities. Copywriters should conduct thorough research and compose a comprehensive piece of content. Their research skills will enable them to have a better understanding of the world of industry: the industry's opportunities and challenges, as well as customers' needs and problems.

In the second place, copywriters should learn from peers, editors and clients to improve their copy and learn from their experience. Consumers and industries are

difficult to understand. The learning process may be extensive and difficult, however, it will help them create meaningful and useful copy. Furthermore, copywriter should go on researching all day to produce a real piece of copy. Finally, a good copywriter is suggested to learn how to use the appropriate vocabulary to connect with an audience and the knowledge of good sentence structure to keep a viewer watching through a video. They should consult linguists because their collaboration with linguists is important to improve their copywriting.