

**THE ANALYSIS OF GENERIC STRUCTURES AND COPY ELEMENTS OF TWO  
CUISINE ADVERTISING VIDEOS**



**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**

**FITRIA WULANDARI**

**061830901199**

**STATE POLYTECHNIC OF SRIWIJAYA**

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FINAL REPORT APPROVAL SHEET

THE ANALYSIS OF GENERIC STRUCTURES AND COPY ELEMENTS OF TWO  
CUISINE ADVERTISING VIDEOS



By:

**FITRIA WULANDARI**  
061830901199

Palembang, July 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**  
**THE ANALYSIS OF GENERIC STRUCTURES AND COPY ELEMENTS**  
**OF TWO CUISINE ADVERTISING VIDEOS**

By:  
**FITRIA WULANDARI**  
061830901199

Approved by the examiners committee

Signature

1. Dr. Dra. Nurul Aryanti, M.Pd.  
ID. 196802181993032001
2. Dra. Risa, M.Pd.  
ID. 196508172000032001
3. Herman, S.Pd., M.Pd.  
ID. 197107012002121001



The image shows three handwritten signatures, each written on a horizontal line. The first signature is a cursive 'N'. The second signature is a cursive 'R'. The third signature is a cursive 'H'.

**ENGLISH DEPARTMENT**  
**STATE POLYTECHNIC OF SRIWIJAYA**  
2021

## **MOTTO AND DEDICATION**

### **Motto:**

**“Nothing is more beautiful than a smile that has struggled through tears”**

**-Demi Lovato-**

### **This final report dedicated to:**

My beloved parents

My lovely brother

Myself

## **PREFACE**

First of all, the writer would like to thank to Allah SWT who has given greatest blessing, mercy, opportunity, and health so the writer could finish the final report on time and without any obstacle. The title of this final report is “The Analysis of Generic Structures and Copy Elements of Two Cuisine Advertising Videos”. To fill the needs of English Department Diploma III curriculum of State Polytechnic of Sriwijaya.

The writer also would like to express deep gratitude for those who had spent much time for guiding and supporting me to accomplish this final report, especially for Drs. M. Nadjmuddin, M.A and Drs. Sunani, M.M who has given much support and advice.

Finally, even though it has been done earnestly, but the writer realizes that this final report is still far from being perfect. Therefore, constructive criticism and suggestion are expected. The writer sincerely expects that this report could provide advantages and usefulness for the readers who might need the information, especially for the students of English Department.

Palembang, July 2021

The writer

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On this opportunity, the writer would like to thank to Allah SWT for the mercy which has been given to the writer in finishing the final report on time. The aim of writing this final report, which entitled “ The Analysis of Generic Structures and Copy Elements of Two Cuisine Advertising Videos” is to fulfill one of the requirement for Diploma III English Department at State Polytechnic of Sriwijaya.

Dealing with this final report, the writer got advice and support from family, lecturers, and friends. The writer would like to thank to:

1. Allah SWT;
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## **ABSTRACT**

### **THE ANALYSIS OF GENERIC STRUCTURES AND COPY ELEMENTS OF TWO CUISINE ADVERTISING VIDEOS**

**(Fitria Wulandari, 2021: 35 pages, 3 figures, 11 tables)**

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This final report was aimed to investigate the generic structure and copy element distribution in two advertising videos. Two main theoretical frameworks proposed by Barron (2012) and AIDCA Model by Kotler (2001) were used in this study. Moreover, the copy element theory proposed by Maslen (2009) which include feature, benefit, and call to action was used to examine the copy deeply. Qualitative method was applied in this current study. The data were collected from two Palembang cuisine advertising videos. The result shows that in both transcripts, there were still some move were absent and the occurrence of benefit element was found in small number.

***Keywords: Generic Structure, AIDCA Model, Copy Element, Cuisine Advertising Videos***

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