

**THE VIDEO COPYWRITING OF MAUNG WATERFALL TO
PROMOTE LAHAT REGENCY TOURISM OBJECT**



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

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**FINAL REPORT
APPROVAL SHEET
THE VIDEO COPYWRITING OF MAUNG WATERFALL TO
PROMOTE LAHAT REGENCY TOURISM OBJECT**



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MOTTO AND DEDICATION

“NO SUCCESS WITHOUT PAIN”

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

“Happiness comes at the right time”

This Final Report dedicated to :

- ▮ **Allah SWT**
- ▮ **Prophet Muhammad SAW**
- ▮ **My beloved parents**
- ▮ **My beloved sister**
- ▮ **My beloved girlfriend**
- ▮ **My beloved lectures in English Department At Polsri**
- ▮ **My beloved friends**
- ▮ **Me, my self, and I**

PREFACE

First of all, the writer would like to convey her 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 “The Video Copywriting of Maung Waterfall to Promote Lahat Regency Tourism Object”. 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 write

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ABSTRACT

THE VIDEO COPYWRITING OF MAUNG WATERFALL TO PROMOTE LAHAT REGENCY TOURISM OBJECT

(Muhammad Rafly H.R 2021: 44 Pages, 6 Tables and 5 Figures)

The aims of this research is to produce script of the video copywriting of Maung Waterfall to promote Lahat Regency tourism object. The purposes of writing this final report is to know to the steps in copywriting a video of Maung Waterfall to promote Lahat Regency Tourism Object. The methodology of this research was Research and Development Method, which adapted from Febriana (2016) using three main steps, they are : (1) Preliminary study, (2) Development and (3) Validation. There were three experts participated as participants to give comments and suggestions on content, writing style, and language. The comments and suggestion from the experts were used to revised the first version into final version. It is concluded that the script copywriting may give information to the readers about Maung Waterfall as Lahat Regency Tourism Object and can be used as a media to promote Maung Waterfall as Lahat Regency Tourism Object.

**Keywords: Copywriting, Lahat Regency, Research and Development Method,
Script**

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