CHAPTER V
CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

In writing the script of the video copywriting of Maung Waterfall the writer used five steps. The first step was reading some journals about copywriting, and Maung Waterfall. The second step was doing observation and interview in Maung waterfall and Lahat Regency to know the condition in Maung Waterfall. The third step was writing a draft of copywriting script. The fourth step was doing validation from three experts: content, writing, and language. The writers showed the draft to the experts, and the experts gave correction about the language and the content in the copywriting script. The revision in validation step is regarded as the final script of the copywriting.

5.2 Suggestions

Based on the research of writing the script of video copywriting of Maung Waterfall to introduce Waterfall to outside people in Lahat regency that has been done, the writer would like to give some suggestions as follows:

1. Further researchers can make more copywriting videos about tourist destinations because it will help everyone to know and know about tourism in our country.
2. There will be a lot of creativity to introduce tourist destinations from every region in our country so that people can find out about them more easily.