

**THE VIDEO COPYWRITING OF GREEN PARADISE AGROTOURISM  
AS A TOURISM DESTINATION IN PAGARALAM**



**This Final Report is submitted to fulfill one of the requirements to complete  
the Diploma III Degree of English Department  
State Polytechnic of Sriwijaya**

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PALEMBANG  
2022**



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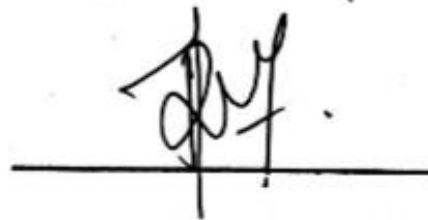
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## **MOTTO AND DEDICATION**

Motto:

“One of the greatest regrets in life is being what others would want you to be, rather than being yourself”

Dedication:

This final report is dedicated to:

1. State Polytechnic of Sriwijaya
2. Green Paradise Management
3. My parents
4. My advisors

## **PREFACE**

First of all, the writer would like to express the gratitude to Allah swt for the blessing and mercy that have been given, so the writer could finish this final report. This final report is written as one of the requirements to finish Diploma study at English Department which is entitled "*The Video Copywriting of Green Paradise Agrotourism as A Tourism Destination in Pagaralam*". This final report presents the research of the process in designing a video copywriting about Green Paradise.

The writer considers that due to the limitation of financial, experiences, and times in writing and reporting this final report, so it still has many insufficiencies and it is not exactly perfect. Therefore, the writer expects the readers can give suggestions and critics to improve this final report.

Finally, the writer hopes that this final report can give advantage and usefulness especially for Green Paradise management and the students of English Department.

Palembang, July 2022



**The Writer**

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**ABSTRACT**

**“THE VIDEO COPYWRITING OF GREEN PARADISE AGROTOURISM  
AS A TOURISM DESTINATION IN PAGARALAM”**

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(Dina Anggraini, 2022, 6 Charts, 16 Tables)

Promoting Bukit Besak as one of tourism destination in Lahat Regency is crucial. Many media can be used to promote Bukit Besak. In this research, the writer has chosen video as the media. Script is one of the basic elements of a video. Therefore, this final report was aimed at finding out how to design a promotional video script of Bukit Besak as a tourism destination in Lahat Regency. In this final report, the writer used Research and Development (R&D) method by Plomp (1997) consisted of five steps such as preliminary investigation; designing; realization/ construction; testing, revision, and evaluation; and implementation. These stages were related with the stages of writing video script by Ranga and Koul (2017). In preliminary investigation, the steps were to find idea, creating brief plan, and researching. The second step was designing with the ideas; choosing material, planning the messages, organizing a structure, and drafting a script. The third step was realization/ construction with the ideas; first draft of the script. The next step was testing, revision, and evaluation which divided into two testings, limited testing and wider testing. The testing involved five experts to review the content, language, and format of the video script. The last step was implementation which the result was a video script entitled “Visiting Bukit Besak as A Tourism Destination in Lahat Regency”.

***Keywords: designing, video script, promotion, Bukit Besak.***

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