

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter provides the conclusion and suggestion of this final report about The Video Copywriting of Green Paradise Agrotourism as a Tourism Destination in Pagaralam.

5.1 Conclusions

In this report, the writer made a video copywriting of Green Paradise Agrotourism as a tourism destination in Pagaralam.

In making the product, the writer used the method of Borg & Gall (2013). The process writing the script of the video copywriting of Green Paradise the writer used five steps. The first step was reading some journals about copywriting, and Green Paradise. The second step was doing observation and interview in Green Paradise to know the condition in Green Paradise. 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 to make a good 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 Green Paradise to introduce Agrotourism to outside people in Pagaralam 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.

