

**DESIGNING A VIDEO SCRIPT OF KAMPUNG PENGRAJIN  
ANYAMAN NIPAH IN PALEMBANG**



**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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**FINAL REPORT APPROVAL SHEET**

**DESIGNING A VIDEO SCRIPT OF KAMPUNG PENGRAJIN  
ANYAMAN NIPAH IN PALEMBANG**



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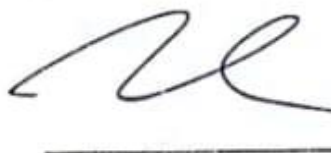
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## **MOTTO AND DEDICATION**

### **MOTTO:**

“Just because you are struggling, does not mean you are failing.”

(Nicky Gumbel)

### **DEDICATION:**

I dedicated this final report to: my wonderful parents, my beloved sibling, my incredible advisors, my lovely friends, all the lecturer of English Department, and State Polytechnic of Sriwijaya.

## **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 requirement to finish Diploma study at English Department of State Polytechnic of Sriwijaya with the title “*Designing a Video Script of Kampung Pengrajin Anyaman Nipah in Palembang*”. This final report presents the research of the process in designing a video script about the village.

The writer consider 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 expect 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 Kampung Pengrajin Anyaman Nipah in Palembang and the students of English Department.

Palembang, July 2022

The Writer

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## ABSTRACT

### DESIGNING A VIDEO SCRIPT OF KAMPUNG PENGRAJIN ANYAMAN NIPAH IN PALEMBANG

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(Trilisa Nurhuda, 2022, 45 Pages, 14 Tables, 2 Figures)

Introducing Kampung pengrajin Anyaman Nipah is crucial since it is the only village in Palembang that preserve local culture through Nipah woven crafts. In this research, the writer has chosen video as media promotion. Script is one of the essential element of a video. Therefore, this final report was aimed at finding out how to design a video script of Kampung Pengrajin Anyaman Nipah in Palembang. In this final report, the writer used research and development (R&D) modification by Sukmadinata (2017) which consisted of preliminary study, model development, and final testing. These stages were related with the stages of writing video script by Ranga and Koul (2017). In preliminary study, the steps were to find idea, set brief plan, and research to make the first draft of the product. The next step was model development which divided into two testings, limited testing and wider testing. The testings involved seven experts to review the content, language, format of the video script, and video design. The last step was final testing, in which the result was a video script of Kampung Pengrajin Anyaman Nipah and a video entitled “Visiting Kampung Pengrajin Anyaman Nipah to Learn and Preserve Nipah Woven Crafts as Cultural Heritage in Palembang”. The writer disseminate the product through YouTube as it is the most famous social media platform with 88% access by Internet users aged 16 to 64 in Indonesia. It can be concluded that there are three steps during the research, preliminary study to arrange the draft, developing the model through testing, and finishing the final product.

***Keywords: Designing, kampung pengrajin anyaman nipah, video script***

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