

**DESIGNING A VIDEO PROMOTION SCRIPT OF CHINESE TEMPLES
AS TOURISM DESTINATION 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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**STATE POLYTECHNIC OF SRIWIJAYA
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FINAL REPORT APPROVAL SHEET

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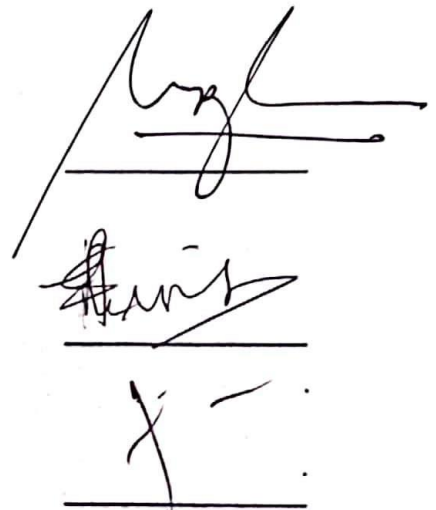
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MOTTO AND DEDICATION

MOTTO

“Elegance is not about being noticed, it’s about being remembered”
(Giorgio Armani)

DEDICATION

I dedicated this final report entirely to two great people in my life, my father and my mother. Both of them made everything possible so that I could reach the stage where this final report was finally finished. Thank you for all the sacrifices, advices and good prayers that you never stop giving to me. For my beloved brothers finally I finished this final report, I already told you that I can prove it. Thank you for always care of me, hearing my problems and support me in any kinds of situation I faced. I am grateful for all of your existence as my family. Last, I dedicated this final report for everybody who helped me to finish this final report.

PREFACE

First of all, the writer would like to thank Allah SWT for the blessing and mercy given to the writer. The writer would like to give big thanks to the advisor who had been helping us in writing and finishing this report. So, the writer could finish this final report entitled “Designing a Video Promotion Script of Chinese Temples as Tourism destination in Palembang” to fill the needs of English Department III curriculum of State Polytechnic of Sriwijaya.

The writer realizes that there are still some mistakes in writing this final report. The writer hopes that the readers can give suggestion and critics for this final report. The writers hope that this report can give advantages and usefulness especially for the students of English Department.

Palembang, July 2022

The writer

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ABSTRACT

DESIGNING A VIDEO PROMOTION SCRIPT OF CHINESE TEMPLES AS TOURISM DESTINATION IN PALEMBANG

(Muhammad Sabari, 2022: 59 pages, 5 charts, 5 tables)

This final report was aimed at designing a video script to promote three Chinese temples in Palembang. In this study, the writer used research and development (R&D) method. The writer conducted five steps of R&D method: 1) Preliminary investigation; 2) Designing; 3) Realization/construction; 4) Testing, revising, and evaluating; 5) Implementation. The writer implemented these steps by designing the product. The data were collected from documentation, observation and interview in preliminary investigation step. In designing step, the writer arranged the structure and content of the script and made it become the first draft as a realization step. In testing, revising and evaluating step, the draft of the video script regarding the language, structure of sentence, and the content of the script was revised by several experts starting from tourism, linguistics, and script writing experts. In the last step, the writer made it become the final script. The script was written in English by using Celtx as the software of writing a script. The script described the uniqueness and the long history of three Chinese temples in Palembang. In addition, to design a script, the R&D method by Plomp (1997) were linked to the eight steps of writing a script by Ranga and Koul (2017): finding idea, creating plan, researching, selecting material, planning the message, arranging the structure, drafting script, and testing script.

Keywords: *designing, script, tourism destination, chinese temples.*

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