

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

From the explanation in the previous chapter, the writer concluded that in writing a video script of Kampoeng Vietnam. The writer used stages of Research and Development modified by Sukmadinata (2005). The stages are preliminary study, development of the product, and final product testing. The writer did the stages to get a good result in writing the script.

First, the writer combined the preliminary study with the AIDA (Attraction, Interest, Desire, Action) model of copywriting, collected the data and information of Kampoeng Vietnam through a literature study, and arranged the field survey into model draft steps. Second, in the development of the product, the writer conducted the limited testing and wider testing. In limited and wider testing, the writer was assisted by some experts and respondents to ask for their comments and suggestions for each aspect such as writing, content, linguistics, and Indonesian subtitle. Then, the writer revised the script based on experts' comments and suggestions. The last stage is final product testing. However, the writer did not do this stage because of a lack of time, fund, and legality aspect. As the result, the script that has been revised in wider testing became the final script product of the research, and the writer applied it in the video about Kampoeng Vietnam. It consisted of an English script for voice-over and an Indonesian script as a subtitle of the video and it was uploaded the video to YouTube.

5.2 Suggestions

There are two suggestions that can be given by the writer to:

1. The video script can be used as a piece of information about Kampoeng Vietnam as a tourism destination in Lampung and attract tourists to come

to Lampung, especially to Kampoeng Vietnam. Furthermore, this research can be used as a reference for people in the tourism sector who want to write about video scripts of other tourism destinations.

2. Future Research

Future Research can improve this research for further development, especially in carrying out all research methods. Furthermore, future researchers are expected to study more sources, references, and more preparations related to research. In addition, the writer suggests using the AIDA (Attention, Interest, Desire, Action) model to write video scripts, especially for video scripts that are applied in promotional videos of a product or service.