

**COPYWRITING VIDEO SCRIPT OF THE GLOBAL ENGLISH
LANGUAGE CENTER AS AN ENGLISH COURSE 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

PALEMBANG

2022

FINAL REPORT APPROVAL SHEET

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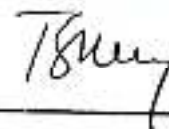
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**ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2022**

MOTTO AND DEDICATION

“We All Need Friends, We Might Die Alone But We Live Among Men”

John Marston, 1911

This all dedicated to:

Allah SWT

My Parents

Best Friends

English Department

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to thank Allah SWT for the blessings so that the writer could finish his final report to fulfill the requirement of final project in English Department of State Polytechnic of Sriwijaya. The writer also would like to express his gratitude to Prophet Muhammad SAW. This final report was about copywriting of video script of Global English Language Center. The writer chose this title because the writer would like to promote Global English Language Center through copywriting. The writer also had background from Global English Language Center in which the writer had been taking an education.

The writer realizes that there are still some mistakes in writing this final report because the limitation of writer's experience, ability, and knowledge that the writer has. The writer hopes that the readers can give suggestion and critics for this report. The writer also hopes that this final report can give advantages and usefulness especially for the students of English Department.

Palembang, June 2022

The Writer

ACKNOWLEDGEMENT

In this opportunity, the writer would like to express the gratitude to Allah SWT for the blessing to finish this final report. The writer also wants to say thanks to:

1. My beloved mom Heni Novianty and dad Irsan Bakri. Thank you for your support, praying, advice, material, and everything for me.
2. My beloved advisors Sri Gustiani, S.Pd., M.TESOL., Ed.D. and Moehamad Ridhwan S.Pd., M.Pd who had guide me in compiling and completing this final report and give me support so much.
3. All the lecturer and administration staff in English Department and also Mrs. Lina, the libraria, for listening me carefully of my problems
4. All my experts which Mr. Werry, Mr. Hendra Fathoni and Mr. Akmal who had given much contribution to finish this final report.
5. All my friends especially Xinren Squad who always try to cheer me up when I am down
6. My classmates in 6BB who always share knowledge and support each other.
7. Everyone who always supports me that I cannot mention one by one

ABSTRACT

COPYWRITING VIDEO SCRIPT OF THE GLOBAL ENGLISH LANGUAGE CENTER AS AN ENGLISH COURSE IN PALEMBANG

The aim of this research was to know how to copywrite a video script of Global English Language Center as an English Course in Palembang using steps of writing script by Friedman (2007). The methodology of this research was Research and Development Method (R&D) adapted from Sukmadinata (2005). The steps were: (1) Preliminary Study, (2) Model Development. In the preliminary study, the writer did literature study, field study and arrange model draft. In the model development, there were limited testing to improve the product into the final version. There were 3 experts chosen purposively, English linguistic Expert, copywriter expert and content expert who participated in giving comments and suggestion for the developing of the product. The data revealed that the script had revision in content that Global English Language Center must be change based on the current situation of Covid 19, in copywriting the expert suggested to change the persuasive paragraph by applying the AIDA formula by Kotler and Keller (2009), and in English language, the experts mention some grammar mistake about academic writing from the expert in limited testing.

Keywords: *Copywriting, Global English Language Centre, Promotional, English Course, Video Script*

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