

**COPYWRITING OF VIDEO SCRIPT ABOUT THE CHENG HOO
MOSQUE AS A RELIGIOUS TOURIST DESTINATION IN PALEMBANG**



**This Final Report is submitted to fulfill one of the requirements to complete
The Diploma III Degree of English Department at
State Polytechnic of Sriwijaya**

BY

**ALDHARESEL PUTRI DHEO
061930900839**

**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2022**

FINAL REPORT APPROVAL SHEET
COPYWRITING OF VIDEO SCRIPT ABOUT THE CHENG HOO
MOSQUE AS A RELIGIOUS TOURIST DESTINATION IN
PALEMBANG



By:

Aldharesel Putri Dheo

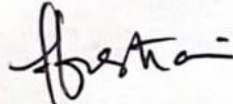
061930900839

Palembang,

July 2022

Approved by:

First Advisor



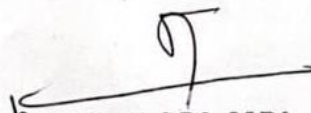
Sri Gustiani, S.Pd., M.TESOL., Ed.D.
NIP 197108252005012001

Second Advisor



Mochamad Ridhwan S.Pd., M.Pd.
NIP 19691210200501102

Acknowledged by:
Head of English Department

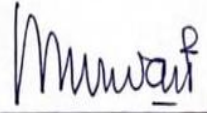
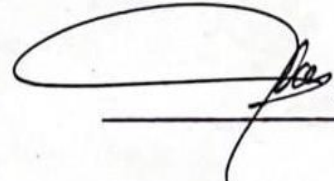
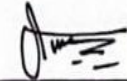


Dr. Yusri, S.Pd., M.Pd.
NIP 1977070520060041001

APPROVAL SHEET OF EXAMINERS

**COPYWRITING OF VIDEO SCRIPT ABOUT THE CHENG HOO
MOSQUE AS A RELIGIOUS TOURIST DESTINATION IN
PALEMBANG**

The Final Report by:
Aldharel Putri Dheo 061930900839

Examiners	Approved by:	Signature
Dra. Murwani Ujihanti, M.Pd NIP 195902171987032001		 _____
Dr. Welly Ardiansyah, M.Pd NIP 197408172006041001		 _____
Drs. Zakaria, M.Pd NIP 196408122000031002		 _____

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

MOTTO AND DEDICATION

“Do good and good will come to you”

This all dedicated to :

Allah

Myself

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 the final project in the 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 about the Cheng Hoo Mosque as a Religious Tourist Destination in Palembang”. The writer chose this title because the writer would like to promote the Cheng Hoo Mosque through copywriting.

The writer realized that there were still some mistakes in writing this final report because of the limitation of the writer's experience, ability, and knowledge that the writer had. The writer hoped that the readers can give suggestions and critics for this report. The writers also hoped that this final report can give advantages and usefulness, especially for the students of the 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 Nailil Hana and dad Eko Daryanto. Thank you for always giving me your support, praying, advice, material, and everything for me.
2. My beloved advisors Mrs. Sri Gustiani, S.Pd., M.TESOL.,Ed.D. and Mr. Moehamad Ridhwan S.Pd., M.Pd who have guided me in compiling and completing this final report and given me support so much.
3. All experts in this Final Report Mr. Werry,Mr. Muhammad Hendra Fathoni and Mr. Rudi Suryanto who have helped me and given contribution to finish this final report.
4. All my friends who have listened to all my problems, accompanied me, helped me and supported me.
5. My class mates in 6BB who have shared knowledge and supported each other.
6. Everyone who has helped me and supported me that I could not mention one by one.
7. And last, I thank me, for believing in me, for doing all this hard work, for having no days off, for never quitting, for just being me at all times.

ABSTRACT

COPYWRITING OF VIDEO SCRIPT ABOUT THE CHENG HOO MOSQUE AS A RELIGIOUS TOURISM DESTINATION IN PALEMBANG

(Aldharesel Putri Dheo, 2022, 41 Pages, 6 Tables, 3 Figures)

The aim of this research was to know how to write a copywriting of video script about the Cheng Hoo Mosque as a religious tourist destination in Palembang using AIDA formula by Kotler and Keller (2009). The methodology of this research was Research and Development Method (R&D) adapted from Sukmadinata (2019). 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, namely Mr. Werry, the expert of English language; Mr. Muhammad Hendra Fatoni, the expert of copywriting; and Mr. Rudi Suryanto, the expert of content who participated in giving comments and suggestions for the development of the product. The result showed that the copywriting script had comments and suggestions from the expert. Of copywriting, the expert suggested to change the persuasive paragraph by applying the AIDA formula by Kotler and Keller (2009). The expert of English language, corrected grammar and diction mistakes. It is suggested that the community and also the younger generation be more value and respect the religious culture to preserve the religious tourist destination. And for further research, it could make more copywriting videos about tourist destinations because it will help every one to know more about tourism in our country, Indonesia.

Keywords: *Promotional, Religious tourist, Video script*

TABLE OF CONTENTS

Cover	i
Approval Page of Advisors	ii
Approval Page of Examiners	iii
Motto and Dedication	iv
Preface	v
Acknowledgment	vi
Abstract	vii
Table of Content	viii
List of Charts	xi
List of Tables	xii
List of Appendices	xiii
CHAPTER I INTRODUCTION	1
1.1. Background.....	1
1.2. Problem Formulation	3
1.3. Objectives	3
1.4. Benefits	3
CHAPTER II LITERATURE REVIEW	4
2.1. Copywriting	4
2.1.1. AIDA Formula	5
2.2. Video.....	7
2.2.1. Video Definition	7
2.2.2. The Advantages of Video	8
2.3. Script.....	10

2.3.1. Script Definition.....	10
2.3.2. The Elements of Writing Script	10
2.3.2. The Video Script	11
2.4. Religious Tourism	12
2.5. The Cheng Hoo Mosque	13
CHAPTER III RESEARCH METHODOLOGY	16
3.1. Method of Research.....	16
3.1.1 Research and Development Method	16
3.1.2 Preliminary Study	18
3.1.3 Model Development.....	21
3.1.4 Final Product Testing and Dissemination	21
CHAPTER IV FINDINGS AND DISCUSSIONS.....	23
4.1. Findings	23
4.2. Discussion.....	24
4.2.1. Priliminary Study	24
4.2.1.1 Literature Study.....	24
4.2.1.2 Field Survey	24
4.2.1.3 Model Draft.....	25
4.2.1.3.1. Attention.....	25
4.2.1.3.2. Interest	27
4.2.3.1.3. Desire	28
4.2.3.1.4. Action	29

CHAPTER V CONCLUSION AND SUGGESTION	39
5.1. Conclusion	39
5.2. Suggestions	40
REFERENCES	41
APPENDICES	

LIST OF TABLES

Table 4.1 Attention.....	26
Table 4.2 Interest.....	27
Table 4.3 Desire	28
Table 4.4 Action.....	29
Table 4.5 Copywriting Script Revisionin Limited Testing.....	30
Table 4.6 English Script Revision in Limited Testing.....	34

LIST OF FIGURES

Figure 2.1 Cheng Hoo Mosque	14
Figure 2.2 The Cheng Hoo Mosque provides the map from Google Maps.....	15
Figure 3.1 Research and Development Modification	17

LIST OF APPENDICES

APPENDIX 1	Surat Permohonan Surat Pengantar Pengambilan Data
APPENDIX 2	Kesepakatan Bimbingan Laporan Akhir (Pembimbing 1)
APPENDIX 3	Kesepakatan Bimbingan Laporan Akhir (Pembimbing 2)
APPENDIX 4	Lembar Bimbingan Laporan Akhir
APPENDIX 5	Rekomendasi Ujian Laporan Akhir
APPENDIX 6	Revisi Ujian Laporan Akhir
APPENDIX 7	Pelaksanaan Revisi Laporan Akhir
APPENDIX 8	Interview Sheet
APPENDIX 9	Final Draft of Copy