

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestions of this final report about copywriting the video script of the Cheng Hoo Mosque.

5.1 Conclusion

This study focused on how to write the copywriting script entitled “Copywriting of Video Script about the Cheng Hoo Mosque as a Religious Tourist Destination in Palembang” that presents the Cheng Hoo Mosque as a religious tourist destination. This study used modified and developed the research and development method of Sukmadinata (2019) in 3 main steps: a preliminary study, model development, and product testing dissemination. In the preliminary study, the writer collected information from books, journals, and interviews about the object of the research; those were the framework and the content. The data from the preliminary study was used to write the novella script as the product of this study. Next, the draft was developed in model development steps. Meanwhile, to construct the script in model development stage, the writer used four steps of AIDA Formula by Kotler and Keller (2009), which consist of attention, interest, desire, and action. The next stage, the writer conducted one testing and revision to save budget and time. In this step, the product was revised using the suggestions from 3 experts as the validators. They were experts in content, an expert in Copywriting, and expert in English. The data is also used for validating the final product.

5.2 Suggestion

There are two suggestions in this final report. First, the writer expects the community to learn about and preserve the religious tourist destination especially the Cheng Hoo Mosque. As the young generation, we must be aware of the importance of preserving the religious tourist destination. By seeing the copywriting video script, the writer hoped that the community and also the younger generation be more value and respect the religious culture to preserve the religious tourist destination. Second, for further research, it could make more copywriting videos about tourist destinations because it will help everyone to know more about tourism in our country, Indonesia. There will be a lot of creativity to introduce tourist destinations from every region in our country so that people can find out about them more easily.