

**DESIGNING A VIDEO SCRIPT TO PROMOTE TANJUNG SAKTI
AGROTOURISM AS TOURISM DESTINATION IN LAHAT**



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

BY

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG**

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FINAL REPORT APPROVAL SHEET

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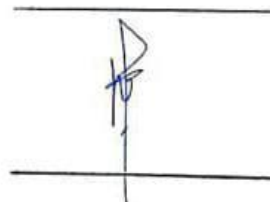
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PALEMBANG**

2022

MOTTO AND DEDICATION

You don't have to be perfect; you just need to be "you" in the perfect version

This is all dedicated to:

Allah SWT

My Parents

Family

Best Friends

English Department

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to say thank to Allah SWT for the blessing so that the writer could finish the 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 their gratitude to her prophet Muhammad SAW. The writer would like to give big thanks to the advisors who had been helping us in writing and finishing this report and the writer also would like to thank everyone who helped the writer to finish the final report with the title "Designing a Video Script to Promote Tanjung Sakti Agrotourism as a Tourism Destination in Lahat".

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

Palembang, July 2022

The writer

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4. All my experts, Mr. Handoko Tasti as the content expert, Mrs. Ayu Octa as an Indonesian expert, Mrs. Sulistya Ningrum, S.S.M.App.Ling. and Mr. Istowerry as English experts, Mr. Adi Sustrisman, S.Kom., M.Kom. as design video experts, and Mr. Yusri and Mr. Dedi as content and promotion video experts, who had given much contribution to finish this final report.
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8. My Classmate 6BB who always share knowledge and support each other.
9. Everyone who always support me that I cannot mention one by one.

ABSTRACT

DESIGNING A VIDEO SCRIPT TO PROMOTE TANJUNG SAKTI AGROTOURISM AS TOURISM DESTINATION IN LAHAT

(Hikma Damai Rika, 2022: 77 Pages, 17 Tables, and 15 Figures)

This final report is aimed at designing a video script to promote Tanjung Sakti Agrotourism as a tourism destination in Lahat. The problem formulation in this report was formulated into a question: How to design a video script to promote Tanjung Sakti Agrotourism as a tourism destination in Lahat. The purpose of this report is to know how to design a video script to promote Tanjung Sakti Agrotourism as a tourism destination in Lahat. The writer used the research and development (R&D) method by Sukmadinata (2005). This method consists of three steps: (1) Preliminary Study, (2) Model Development, and (3) Final Product Testing. The writer linked these steps to 7 stages of script development by Friedmann (2006). Based on the finding, the writer made the video script to promote Tanjung Sakti Agrotourism as tourism destination in Lahat. It is concluded that in designing a video script, there are 7 steps in designing a video script: background research and investigation, concept, pitching, treatment, first draft, revision, and final draft.

Key words: Designing, Video script, Tanjung Sakti Agrotourism, Lahat

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