CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the explanation in the previous chapters, the writer concludes that there are three steps in designing a video script to promote Tanjung Sakti Agrotourism. The steps are Research and Development by Sukmadinata (2005) which are in line with the stage of script development by Friedmann (2006). The first step is a preliminary study that can be cooperated with the idea of script development by Friedmann. The ideas are background research and investigation, concept, treatment, and first draft. The second step is model development that is conducted with revision. The writer did limited testing to make the product developed. There were three aspects assessed by three experts in limited testing. The aspects were about the content of video script, language used in Indonesian script, and also grammatical errors, diction, and coherence in English script. Then, the writer revised the video script. After that, the writer did wider testing. The writer asked the comments and suggestions from four experts about grammatical errors in English script, design of videos, and content of the video and script to improve the video script. The last step is final product testing which is connected with the final draft. The writer made the video as a final product.

After the writer did research on these steps, the writer learned that the video script can be used as a medium to promote Tanjung Sakti Agrotourism. The video script can be used as a guideline for tourists to find information about Tanjung Sakti Agrotourism. The video consists of information about Tanjung Sakti Agrotourism such as the history, the location, the transportation, the attraction, the activities, the facilities, and the entrance ticket. The duration of the video is 6 minutes and 9 seconds. This video is bilingual because it is spoken in the English language and written in the Indonesian language as a subtitle.

5.2 Suggestions

   The writer would like to suggest that this final report can be a reference for the next research to create another video script about tourism destinations to promote tourism destinations and it can be developed by other students of State Polytechnic of Sriwijaya, especially the English department. In addition, the writer suggests to managers of Tanjung Sakti Agrotourism to be more active in promoting Tanjung Sakti Agrotourism so that it is increasingly known by many people.