

**COPYWRITING VIDEO SCRIPT OF THE SUJI LAKE AS
A TOURISM DESTINATION IN LEMBAK, MUARA ENIM**



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

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
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FINAL REPORT APPROVAL SHEET
COPYWRITING VIDEO SCRIPT OF THE SUJI LAKE AS
A TOURISM DESTINATION IN LEMBAK, MUARA ENIM



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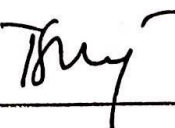
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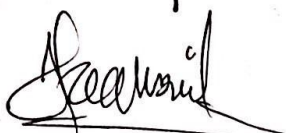
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MOTTO AND DEDICATION

“Loved Ones are People Who are a Source of Strength”

This all dedicated to:

Allah SWT

My Beloved Mother and Father

My beloved advisors

My Friend

My lover

English Department

State Polytechnic of Sriwijaya

PREFACE

First of all, the writer would like to convey his gratitude to Allah SWT for the outstanding mercy given to the writer that could finally finish this final report. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya entitled "Copywriting video script of the Suji Lake as a Tourism Destination in Lembak, Muara Enim". The writer considers that there are still some mistakes in writing this final report. They might be caused by the limited experience, ability and knowledge that the writer had. Therefore, the writer expects the readers would give suggestions and criticism for the final report progress.

Finally, the writer expects that this final report can give some advantages to the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July
2022



The writer

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ABSTRACT

COPYWRITING VIDEO SCRIPT OF THE SUJI LAKE AS A TOURISM DESTINATION IN LEMBAK, MUARA ENIM

The aim of this research was to know how to copywrite a video script of Suji Lake as a tourism destination in Lembak, Muara Enim using steps of writing script by Friedman (2012). 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 no revision in content that Suji Lake, 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, Suji Lake, Promotional, Tourism, Video Script*

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