

CHAPTER V

CONCLUSIONS AND SUGGESTION

5.1 Conclusions

The purpose of this final report was to provide an answer to the query regarding how to create a copy video script for Suji Lake as tourism destination in Lembak, Muara Enim. The copywriter employed Sukmadinata's modification of Borg and Gall's (2003) Research and Development Method in their writing (2005). Preliminary research, field research, a draft model, and limited testing were the processes. As part of the model development process, the writer created the content after interviewing Suji Lake owner and following Kotler and Keller's AIDA Formula for copywriting (2009). In a small amount of testing, the writer created the first draft in English using the material from the interview. The writer then printed the first draft to solicit feedback and ideas from copywriting, English linguistic, and Suji Lake owner. Following testing on the basis of the first draft, the author made any necessary adjustments in response to the opinions and advice of the experts. The copywriting video script could finally be utilized as the Suji Lake copywriting video script and put on websites like Youtube after being authorized in its final form and receiving no additional alterations. The Suji Lake copywriting video screenplay was supposed to be an efficient marketing tool for promoting Suji Lake as a tourism destination in Lembak, Muara Enim.

5.2 Suggestions

The writer suggested that this final report be used as a reference for the next research to create another copywriting video script about tourism destination in South Sumatera. This report can also be developed by other writers of state Polytechnic of Sriwijaya especially in English department.