

FINAL REPORT

WRITING A YOUTUBE SCRIPT FOR KALEA HOUSE TO PROMOTE TOURISM DESTINATION IN PALEMBANG



**To fulfill one of the graduation requirements for the D-III English Study
Program Politeknik Negeri Sriwijaya**

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NEGERI SRIWIJAYA 2025**

APPROVAL PAGE

The Final Report titled:


**WRITING A YOUTUBE SCRIPT FOR KALEA HOUSE TO PROMOTE
TOURISM DESTINATION IN PALEMBANG** prepared by **Marshela Eka
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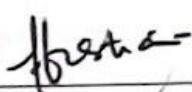
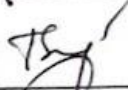
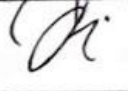
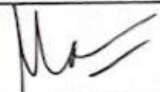
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VALIDATION PAGE

The Final Report titled:
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 14th July 2025



Marshela Eka Putri
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PREFACE

All praise is sincerely given to Allah, whose blessings of health, strength, and clarity of mind have enabled the writer to complete this report entitled “*Writing a YouTube Script for Kalea House to Promote Tourism Destination in Palembang.*” This report is submitted as partial fulfillment of the requirements for the Diploma III program at Politeknik Negeri Sriwijaya.

This report aims to examine various classifications of speech acts as portrayed in the dialogues of the aforementioned film. Through this study, the writer intends to highlight how language is used to perform actions in communication, especially within the context of cinematic expression. It is expected that the findings will provide additional insight into the study of pragmatics, particularly for those in the English Department. The writer fully acknowledges that this report may still contain flaws due to limited experience, skills, and knowledge. Therefore, any constructive feedback and suggestions are most welcome as they will be valuable for future improvement.

Lastly, the writer truly hopes that this report can offer useful references and contribute meaningfully to students, lecturers, and anyone interested in the subject.

Marshela Eka Putri

ABSTRACT

This final report aims to develop a persuasive YouTube script to promote Kalea House, a unique cat café located in Palembang. The study employs the Research and Development (R&D) method based on the ADDIE model (Analysis, Design, Development, Implementation, Evaluation) as proposed by Branch (2009). The scriptwriting process was grounded in the theories of digital storytelling, which emphasized emotional engagement, clear narrative structure, and strategic language use for tourism promotion. The research utilized individual semi-structured interviews and non-participant observation for data collection. The participants included the café owner, a writing content and script content expert, and students from the Language and Tourism Department, who served as evaluators. Expected outcomes include a well-crafted YouTube promotional script that showcases Kalea House's unique appeal as a tourist destination in Palembang, including its cozy atmosphere, cat-friendly environment, and various menus. The script serves as a strategic communication tool that aims to increase the visibility of the cafe, attract local and international visitors, and promote Palembang's creative tourism scene. This final report highlights the role of persuasive storytelling and scriptwriting in digital tourism promotion, contributing to a broader understanding of content creation as a means of destination branding.

Keywords: Kalea House, Palembang, Script, Writing, YouTube.

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Appendix 5: Final Report Supervision Form

Appendix 6: Recommendation For Final Report Examination

Appendix 7: Final Report Exam Revision

Appendix 8: Implementation Of Final Report Supervision