

FINAL REPORT

WRITING A YOUTUBE SCRIPT TO PROMOTE ZAINAL SONGKET IN PALEMBANG



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

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POLITEKNIK NEGERI SRIWIJAYA
2025**

APPROVAL PAGE

The Final Report titled:

**WRITING A YOUTUBE SCRIPT TO PROMOTE ZAINAL SONGKET IN
PALEMBANG** prepared by **Siti Fadhila (NPM 062230901817)** has been
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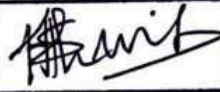
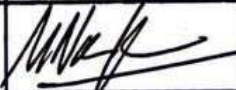
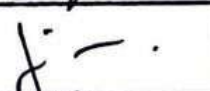
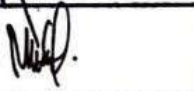


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VALIDATION PAGE

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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



Siti Fadhila

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PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT for giving the health, strength, and opportunity to finish this final report with the title "Writing a YouTube Script to Promote Zainal Songket in Palembang". This final report is submitted to fulfill the final project requirement in the English Department of State Polytechnic of Sriwijaya.

The writer would also like to thank the advisors, Mrs. Dra. Evi Agustina Sari, M.Pd. and Sulistya Ningrum, S.S., M.App.Ling. Who have provided a wealth of knowledge, advice, and support. The writer realized that there are still some mistakes in writing this final report, so the writer hopes the criticism from the readers can help the writer improve this report. Hopefully, this final report can help the readers to gain more knowledge and be useful, especially for the students of the Language and Tourism Department in State Polytechnic Sriwijaya.

Siti Fadhila

ABSTRACT

This final report explores the process of writing a YouTube script aimed at promoting Zainal Songket, a traditional textile business in Palembang. It used the Research and Development (R&D) method based on the ADDIE model. The ADDIE model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation (Branch, 2009). Data were collected through interviews, observations, and documentation. The resulting YouTube script includes four main components: a title, an introduction, a main body, and a conclusion. The YouTube script entitled “Zainal Songket Weaving Palembang’s Heritage into Modern Elegance” serves as a promotional tool to enhance the visibility of Zainal Songket through digital media. By providing a structured and effective promotional narrative, the script enables vloggers to communicate the cultural and commercial value of Zainal Songket more effectively.

Keywords: script writing, YouTube, digital promotion, Zainal Songket, Palembang.

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