FINAL REPORT

COPYWRITING FOR VIDEOSCRIPT OF UPT BAHASA PROGRAMS AT POLITEKNIK NEGERI SRIWIJAYA

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

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D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025

APPROVAL 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, 30th June 2025

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ABSTRACT

This study focused on creating an effective video copywriting for language programs at UPT Bahasa Polsri. It used a qualitative descriptive approach in creating the video copywriting in English and Indonesian versions and applied the Multimedia Development Life Cycle (MDLC) method of six stages: conceptualizing designing, collecting material, assembling, testing, and distributing. There were four participants (UPT Bahasa staff, writing expert, English grammar expert, and Indonesian Language expert) chosen purposively and treated as reviewers to develop the product. The data were collected by literature study and individual semi-structured interviews and analyzed by thematic analysis. The findings revealed that the content needed to be improved to better reflect the institutional identity and the insights from earlier interviews. Moreover, in its copywriting style, the formatting and structure were changed, and the nomenclature was formalized. The Indonesian language expert suggested eliminating repetitions, and clarifying institutional allusions for Indonesian version. Additionally, the English expert corrected the fluency and grammatical mistakes in English version. It is suggested to attract more students in the language programs, the script has to promote the facilities of the unit in varied ways.

Keywords: copywriting, English Grammar, language programs, Language and Tourism Department, proposal, script

PREFACE

First of all, I would like to express my gratitude to Allah SWT for the blessings that allowed me to complete this final report titled “Copywriting for Video Script of UPT Bahasa Programs at Politeknik Negeri Sriwijaya.” This report is written to meet the requirements of my project in the Language and Tourism Department at the Politeknik Negeri Sriwijaya.

This report discusses about how to make a video copywriting for UPT Bahasa Programs in English and Indonesian. The report uses Multimedia Development Life Cycle (MDLC) and applies EPIC by Kathy Klotz (2017) for copywriting formula. UPT Bahasa has a class program for all students. This study aims to help UPT Bahasa Programs to become more recognizable to all students especially in Politeknik Negeri Sriwijaya.

The process not only deepened the understanding of promotional writing and multimedia production but also provided meaningful experience in collaborating with professionals. It is hoped that the final product will serve its purpose in helping UPT Bahasa strengthen its identity, broaden its reach, and continue contributing to language education at Politeknik Negeri Sriwijaya.

During development of the product, this study faced problem such as lack of resources to use proper tools, lack of experience in making copywriting and lack of information related to UPT Bahasa Class while developing this product.

I know that this report is not perfect, and therefore I welcome any feedback to improve it. Finally, I hope this report will be useful for readers as a reference.

Palembang, 26 June 2025

The Writer

ACKNOWLEDGEMENT

With heartfelt gratitude, I would like to express my deepest appreciation to all those who have supported and guided me throughout the process of completing this final report.

1. First and foremost, my sincere thanks and utmost respect go to my outstanding first advisor,. Sri Gustiani, S.Pd., M. TESOL, EdD. Thank you for your continuous guidance, patience, and invaluable advice that has greatly contributed to the completion of this report.
2. I would also like to extend my warmest thanks to my second advisor, Ms. Wirda Ningsih, S.Pd., M.A., for your thoughtful suggestions, encouragement, and constructive feedback throughout this process.
3. My deepest gratitude goes to my beloved parents, Mr. Syahrul and Mrs. Ida, and to my extended family. Thank you for your unwavering love, support, and trust, even across the distance. Your belief in me has been a constant source of strength.
4. My highest appreciation goes to all experts, Dr. Welly Ardiansyah, SS., MPd., Dr. Nurul Aryanti, MPd., Dra. Wasitoh Meirani, MPd., and Ms. Genta Ulina Hutagalung, SPd., MPd., who have contributed their priceless time and feedback in developing the product into the best versions.
5. To all examiners, thank you for the valued review and your time spent revising the report.
6. To Politeknik Negeri Sriwijaya, Language and Tourism Department, my all lecturers, administration staff, librarian staff, thank you for supporting the academic matters during my study.
7. To my dear classmates, thank you for the laughter, support, and teamwork. Your help in overcoming challenges and gathering information has been truly meaningful.
8. Last but not least, special thanks to my roommate for always bringing humor and joy into daily life. Your companionship made this journey much lighter.
9. To everyone who has been part of this journey, thank you from the bottom of my heart.

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