

FINAL REPORT

SCRIPT WRITING FOR THE PROMOTIONAL VIDEO OF BALAPUTRA DEWA MUSEUM IN PALEMBANG



**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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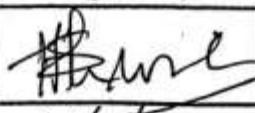

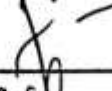



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VALIDATION PAGE

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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



Chalista Al-Putri

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PREFACE

First of all, I would like to express my deepest gratitude to Allah SWT who has given me health, strength, and the opportunity to complete this final report entitled “Script Writing for The Promotional Video of Balaputra Dewa Museum in Palembang”. This final report is submitted to fulfill the requirements of the final project at the Department of Language and Tourism, Politeknik Negeri Sriwijaya.

The writer would also like to thank the supervisors, Mrs. Risnawati, M.Pd. and Mrs. Pratiwi Lestari, M.Pd. who have provided a lot of knowledge, advice, and support. The writer realizes that there are still some mistakes in writing this final report, so the writer hopes that criticism and suggestions from readers can help the writer to improve this report. Hopefully this final report can help readers to increase knowledge and be useful, especially for students of the Department of Language and Tourism at Politeknik Negeri Sriwijaya.

Chalista Al-Putri

ABSTRACT

This research aims to write a persuasive promotional video script to promote Balaputra Dewa Museum. The study used is Research and Development (R&D) through the Plomp's (1997) model with five stages: (1) preliminary investigation, (2) design, (3) realization/construction, (4) test, evaluation, and revision, and (5) implementation. Data collection were conducted through observation and interviews. After conducting the first three stages, the video script titled "Discover the magic at Balaputra Dewa Museum" was successfully created. The video script consists of four sections; hook, introduction, content, and closing. Each section has narration and information about atmospheric components. This video script was validated by one content expert, two copywriting experts, and two linguistic experts to see the completeness and appropriateness of content with promotional objectives. The final version of the video script was then implemented by making a video. The video was validated by two multimedia experts to see its effectiveness as a promotional video. From all aspects of the assessment, the expert has rated it excellent and feasible to disseminate via YouTube.

Keywords: *Persuasive Writing, Plomp's R&D model, Promotional Video, Video Script.*

ACKNOWLEDGMENT

All praise and gratitude goes to Allah SWT who has given His health, grace, and guidance, so that the writer can complete this Final Report as one of the requirements for obtaining an academic degree. Although far from perfect, the writer feels proud to have reached this stage and completed this Final Report well. This Final Report is dedicated to:

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