

FINAL REPORT

**VIDEO SCRIPTWRITING TO PROMOTE BOEKIT
GANDUS AS A 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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**D-III ENGLISH STUDY PROGRAM
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APPROVAL PAGE

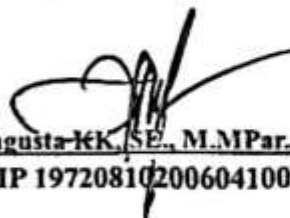
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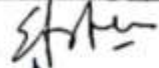
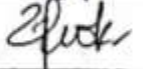


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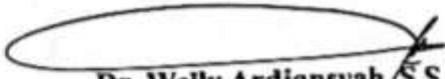
VALIDATION PAGE

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.

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Palembang, 14th July 2025



Muhammad Renaldi Kusuma

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PREFACE

Praise and gratitude are expressed to Allah SWT for all His blessings and grace, which have enabled the writer to complete this research entitled 'Video Scriptwriting to Promote Boekit Gandus as a Tourism Destination in Palembang.' This research is prepared to fulfill one of the requirements for completing the D3 program at Politeknik Negeri Sriwijaya.

In the preparation of this research, the writer has gone through various stages, including literature study, data collection, product development, and validation. The writer realizes that the completion of this research is not without the help and support of various parties. Therefore, the writer would like to express the deepest gratitude to all those who have assisted.

The writer acknowledges that this research is still far from perfect. Therefore, the writer greatly hopes for constructive suggestions and criticisms for improvement in the future.

Palembang, July 2025

The Writer

ABSTRACT

This research aims to develop a promotional video script to introduce Boekit Gandus as a tourism destination in Palembang. The study uses the Research and Development (R&D) method from Plomp (1997), which includes the stages of preliminary investigation, design, realization, evaluation, and revision. Data collection was conducted through literature study and interviews with the supervisor of Boekit Gandus. The script is organized with a hook, introduction, body, and conclusion structure. After receiving feedback from experts in content, scriptwriting, and English language, the script was revised and refined. The final product, a structured and engaging promotional video script, is expected to support future visual promotion efforts.

Keywords: Scriptwriting, Tourism Destination, R&D Method, Boekit Gandus, Promotional Video.

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