

FINAL REPORT

CRAFTING A COPYWRITING VIDEO TO PROMOTE KOPI16 PRO



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

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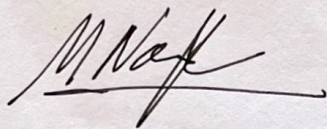
**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025**

APPROVAL PAGE

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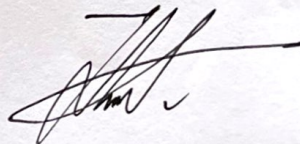
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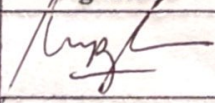
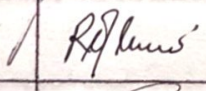
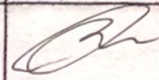
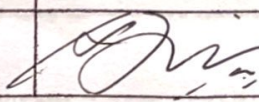


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VALIDATION PAGE

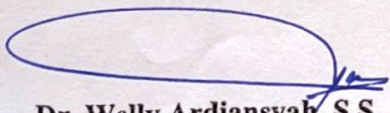
The Final Report titled:

CRAFTING A COPYWRITING VIDEO TO PROMOTE KOPI16 PRO
prepared by **Muhammad Ananda Nurwais (NPM 062230901814)** has been defended in the Final Report Examination before the Examination Committee on **Wednesday, 16th July 2025.**

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PLAGIARISM-FREE DECLARATION

I the undersigned,

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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



Muhammad Ananda Nurwais

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PREFACE

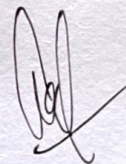
First and foremost, I would like to express my deepest gratitude to Allah SWT for the endless blessings, health, and patience that have enabled me to complete this final report titled *"Crafting a Copywriting Video to Promote Kopi16 Pro"*

This final report is submitted as one of the requirements to complete the Diploma III English Study Program at Politeknik Negeri Sriwijaya. The research focuses on the development of a persuasive video script using the AIDA model to promote Kopi16 Pro, a floating café located on the Musi River. Through a combination of qualitative methods, including interviews and autoethnography, I aimed to create an effective copywriting video that highlights the café's unique atmosphere and appeals to local culinary tourists.

I sincerely thank my advisors, Drs. M. Nadjmuddin, M.A., and Zidni Ma'ruf, M.Pd., for their guidance, motivation, and constructive feedback throughout the research process. I also express my appreciation to Mr. Muhammad Ridwan, the owner of Kopi16 Pro, for the support and collaboration provided during the data collection phase.

This report would not have been possible without the support and encouragement from my family, friends, and fellow students. I hope this work will serve as a meaningful contribution to tourism promotion and creative media studies in Indonesia.

Palembang, 09 July 2025



Muhammad Ananda Nurwais

ABSTRACT

This final report aimed to develop a persuasive video script to promote Kopi16 Pro, a floating café in Palembang, as a unique culinary tourism destination. Employing a qualitative research approach, the study used interviews and autoethnographic reflection to gather rich, contextual data. The AIDA (Attention, Interest, Desire, Action) model and narrative persuasion theory were applied to structure the video copy in a way that was both emotionally engaging and action-driven. The research process followed Plomp's Research and Development (R&D) model, which included phases such as preliminary investigation, design, construction, validation, and implementation. The final output was a 2-minute bilingual video advertisement with Indonesian voice-over and English subtitles. The video emphasized sensory and emotional experiences to invite viewers into the café's unique atmosphere. Findings showed that combining narrative storytelling with structured marketing models could effectively capture and communicate the identity of local culinary destinations. The final product was expected to increase visibility and attract more visitors to Kopi16 Pro, and also serve as a reference for future tourism promotion projects using copywriting strategies.

Keywords: copywriting, video script, AIDA model, culinary tourism, floating café.

ACKNOWLEDGMENT

1. First and foremost, I would like to express my gratitude to Allah SWT, the Almighty, for His endless mercy, blessings, and guidance that have enabled me to complete this final report entitled “*Crafting a Copywriting Video to Promote Kopi16 Pro.*”
2. I want to extend my deepest appreciation to my academic advisors, Drs. M. Nadjmuddin, M.A., and Zidni Ma’ruf, M.Pd., for their invaluable support, encouragement, and constructive feedback throughout the entire process of this research. Their expertise and guidance have helped me improve both academically and personally.
3. My heartfelt thanks go to my beloved parents for their never-ending love, prayers, patience, and support. Without them, I would not have reached this point in my academic journey.
4. I am also grateful to my dearest partner, Ririn Agustin, for her endless support, motivation, and understanding throughout this journey. Your presence has been a source of strength and inspiration.
5. To the management and team of Kopi16 Pro, thank you for the trust, cooperation, and openness that made this research possible. Your unique concept and support played a crucial role in the development of this project.
6. I would also like to acknowledge my close friends and housemates at Perumdos (Jaka, Haekal, Sela, Yebby, and my self WaisGanteng) for their companionship, constant motivation, late-night talks, and for making this final year truly unforgettable.
7. A special appreciation is also extended to Politeknik Negeri Sriwijaya, especially the D-III English Study Program, for providing the academic platform and facilities that supported this research.
8. To all those who have contributed directly or indirectly to the completion of this final report, I extend my sincere appreciation.

TABLE OF CONTENTS

COVER PAGE	i
APPROVAL PAGE	ii
VALIDATION PAGE.....	iii
PLAGIARISM-FREE DECLARATION.....	iv
PREFACE.....	v
ABSTRACT	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
CHAPTER I INTRODUCTION.....	1
1.1. Background	Error! Bookmark not defined.
1.2 Problem Identification.....	1
1.3 Problem Scope.....	3
1.4 Research Questions	3
1.5 Research Objective.....	4
1.6 Research Significance	4
1.7 Product Specifications.....	4
CHAPTER II LITERATURE REVIEW	5
2.1 Theoretical Review	5
2.1.1 Crafting.....	5
2.1.2 Digital Video Advertising	5
2.1.3 Definition of copywriting	6
2.1.4 Copywriting Framework	6

2.1.5	Narrative and Persuasion Strategies in Advertising	7
2.1.6	The AIDA model	7
2.1.7	Culinary and Beverage Tourism	9
2.2	Review of Relevant Studies	10
2.3	Conceptual Framework	11
CHAPTER III RESEARCH METHODOLOGY		13
3.1	Type of Research.....	13
3.2	Development Procedures.....	14
3.3	Final Product Design.....	17
3.4	Testing Design.....	17
3.5	Testing Subject.....	17
3.5.1	Interview	18
3.5.2	Autoethnography	20
3.6	Data Analysis Techniques.....	20
CHAPTER IV RESEARCH AND DEVELOPMENT RESULTS		22
4.1	Results of Initial Product Development	22
4.1.1	Preliminary Investigation	22
4.1.2	Designing	26
4.1.3	Realization.....	29
4.2	Validation Results	31
4.2.1	Content Expert.....	32
4.2.2	Bahasa Indonesia Content Expert.....	32
4.2.3	English Expert	33
4.2.4	Testing by video viewer	34
4.3	Product Testing Results.....	35
4.4	Final Product Review	36
4.5	Research Limitation	37
CHAPTER V CONCLUSION AND RECOMMENDATION.....		38
5.1	Conclusion.....	38
5.2	Recommendation.....	38
REFERENCES.....		39

Appendices

LIST OF TABLES

Table 4. 1 Grouping Interview Data	23
Table 4. 2 Transformation Process of AIDA Model to Copywriting Framework	27
Table 4. 3 The Correction from the Content Expert	32
Table 4. 4 The Correction from the Bahasa Indonesia Content Expert	33
Table 4. 5 The Revision from the English Literature expert	36
Table 4. 6 The Result of the Video Viewer Survey	38

LIST OF FIGURES

Figure 3. 1 Steps of R&D Method by Plomp (1997)	14
Figure 4. 1 Process Diagram of the AIDA Model into a Copywriting Frame	29

LIST OF APPENDICES

Appendix 1: *Surat Permohonan Menjadi Experts*

Appendix 2: Final Report Supervision Agreement (Advisor 1)

Appendix 3: Final Report Supervision Agreement (Advisor 2)

Appendix 4: Final Report Supervision Form

Appendix 5: Recommendation For Final Report Examination

Appendix 6: Final Report Exam Revision

Appendix 7: Implementation Of Final Report Supervision