

FINAL REPORT

DEVELOPING VIDEO COPYWRITING FOR KETEK WISATA @3 PALEMBANG AS A TOURISM ATTRACTION



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

Prepared By :

Ananda Salsabilah

NPM 062230901770

Advisors :

Drs. M. Nadjmuddin, M.A.

NIP 196209071988031001

Drs. Sunani, M.M.

NIP 196305181990031002

**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRWIJAYA**

2025

APPROVAL PAGE

The Final Report titled:

**DEVELOPING VIDEO COPYWRITING FOR KETEK WISATA @3
PALEMBANG AS A TOURISM ATTRACTION** prepared by Ananda
Salsabilah (NPM 062230901770) has been approved by the advisors for defense
in the Final Report Examination.

Advisor 1



Drs. M. Nadjmuddin, M.A.
NIP 196209071988031001

Advisor 2



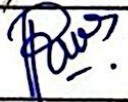



Drs. Sunani, M.M.
NIP 196305181990031002

VALIDATION PAGE

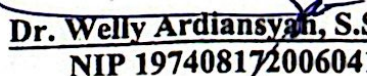
The Final Report titled:

DEVELOPING VIDEO COPYWRITING FOR KETEK WISATA @3 PALEMBANG AS A TOURISM ATTRACTION prepared by Ananda Salsabilah (NPM 062230901770) has been defended in the Final Report Examination before the Examination Committee on Tuesday, 15th July 2025.

	Examination Committee	Signature
Chairperson	Darmaliana, S.Pd., M.Pd. NIP 197301032005012002	
Member 1	Ahmad Iman Mulyadi, M.I.Kom. NIP 199007082022031005	
Member 2	Sulistyaningrum, S.S., M.App.Ling. NIP 199007102022032011	
Member 3	Rahmadila Eka Putri, S.Pd., Gr., M.App.Ling. NIP 199208172023212088	

Acknowledged By:

Head of the Department of Language and Tourism
Politeknik Negeri Sriwijaya


Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

PLAGIARISM-FREE DECLARATION

I the undersigned,

Name : Ananda Salsabilah

NPM : 062230901770

Year of Enrollment : 2022

Study Program : DIII English Study Program

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, 11th July 2025



Ananda Salsabilah
NPM 062230901770

PREFACE

First and foremost, the writer would like to express profound gratitude to Allah SWT for His blessings and mercy, which have enabled the successful completion of this final report. The writer would like to express his deepest gratitude to the first advisor and second advisor who have helped the writer in the process of completing the report. This final report was written to fulfill the requirement of the final report subject in English Department, State Polytechnic of Sriwijaya. The title of this final report is “*Developing Video Copywriting for Ketek Wisata @3 Palembang as a Tourism Attraction*”.

The writer realizes that there are some mistakes in this final report. They are caused by the limitation in experiences, ability, and knowledge that the writer has. Therefore, the writer expects the readers to give suggestion and criticism for the final report progress.

Finally, the writer hopes this final report will be useful to many people, especially the English Department State Polytechnic of Sriwijaya students.

Ananda Salsabilah

ABSTRACT

This final report examined the development of a promotional video script for Ketek Wisata @3 Palembang, a traditional boat tour that showcased the cultural heritage of the Musi River. The primary objective was to produce a persuasive, narrative-driven script aimed at attracting both domestic and international tourists. The study adopted the Research and Development (R&D) method proposed by Sukmadinata (2017), which involved three main stages: preliminary study, product development, and final testing. The unit of analysis was a bilingual video script written in both English and Indonesian, structured according to the AIDA model (Attention, Interest, Desire, Action). Data were gathered through observation, interviews, and documentation. The analysis was carried out using a qualitative descriptive approach, drawing on insights from expert evaluations. The findings indicated that it is necessary to integrate cultural storytelling, visual support, and persuasive narrative element. Expert feedback validated the script's clarity and linguistic accuracy. The final product served as a replicable framework for promoting local tourism via digital platforms such as YouTube and TikTok. It was recommended that future promotional efforts continue to involve local community perspectives and uphold cultural authenticity to further strengthen tourism visibility.

Keywords: Tourism, Video Copywriting, Musi River, Digital Marketing, Narrative Script

ACKNOWLEDGMENT

The writer would like to express the gratitude to Allah SWT who has given the grace, blessings, and strength to able to write and develop this final report. Shalawat and salutation are to our prophet Muhammad SAW who have guided us from the darkness to the light.

As someone who believes that hard work and dedication know no bounds, The writer would like to share a quote: "Behind every achievement is a journey of learning, patience, and perseverance." This sentence is not only a symbol of resilience and fighting spirit, but also reflects the writer's journey in compiling this final report. The writer also would like to give appreciation to the important people of his life:

- My beloved family, who have provided me with unconditional love and never ending support, not only for completing my study but also for the success of my life I am thankful for having you by my side.
- My beloved advisor Drs. M. Nadjmuddin, M.A. and Drs. Sunani, M.M. Thank you for the correction, suggestions, and guidance during the consultation to make this final report complete.
- My dear friends Caca, Ubit, Reak, Nadiya, Tarigas, Shela in "Komeng" and "Trio Kwek2" groups and Muhammad Wahyu Mahesa, thank you for supporting and encouraging me during my studies and thank you for all the times we have been through for hardest time, sadness, happiness, and togetherness.
- My dear classmate's "BA JAYA", thank you to my 15 best friends who always provide advice and criticism during study and I am grateful for 3 years given to be together with all of you.
- The head of Language and Tourism Department Mr. Dr. Welly Ardiansyah, M. Pd. and the secretary of Language and Tourism Department Mr. Ahmad Iman Mulyadi, M.I.Kom. who has given support to my final report.
- All the honorable lectures and administration staff in Language and Tourism Department
- All the experts who have contributed their knowledge, information, support, and suggestions in this final report.

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 APPENDICES	xi
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Problem	1
1.2 Problem Identification.....	2
1.3 Problem Scope	3
1.4 Problem Formulation	3
1.5 Development Objectives	4
1.6 Benefits of the Developed Product	4
1.7 Specifications of the Developed Product	4
CHAPTER II LITERATURE REVIEW.....	6
2.1 Theoretical Review	6
2.1.1 Copywriting	6
2.1.2 Social Media and Marketing	9
2.1.3 AIDA.....	10
2.1.4 Copywriting Language Style	11
2.1.5 Tourism Attraction.....	11
2.2 Review of Relevant Studies	12
2.3 Conceptual Framework	14
2.3.1 Input	15

2.3.2 Process	15
2.3.3 Output.....	15
CHAPTER III RESEARCH METHODOLOGY	16
3.1 Type of Research	16
3.2 Development Procedures	16
3.3 Product Trial Design and Trial Subjects	18
3.4 Data Collection Techniques and Instruments	19
3.5 Data Analysis Techniques.....	20
CHAPTER IV RESEARCH AND DEVELOPMENT RESULTS	21
4.1 Results of Initial Product Development	21
4.1.1 Literature Study.....	21
4.1.2 Field Survey	21
4.1.3 Model Draft.....	22
4.2 Validation Results	23
4.2.1 Limited Testing	23
4.3 Product Testing Results	27
4.4 Research Limitations.....	29
CHAPTER V CONCLUSIONS AND RECOMMENDATION.....	30
5.1 Conclusion on the Product	30
5.2 Recommendation for Product Utilization	31
REFERENCES.....	32
APPENDICES	

LIST OF TABLES

Table 2.1 Research Gaps.....	14
Table 3.1 R&D Methods by Sukmadinata (2017)	16
Table 4.1 Indonesian Script Draft	22
Table 4.2 Content Flow and Bahasa Indonesia Expert Revision	23
Table 4.3 English Linguistics Expert Revision.....	25
Table 4.4 Copywriting Expert.....	26
Table 4.5 Additional Information from Wider Testing Samples	27
Table 4.6 Final Form of the Script.....	28

LIST OF APPENDICES

Appendix 1 : *Surat Permohonan Pengantar Pengambilan Data*

Appendix 2: *Surat Permohonan Menjadi Experts*

Appendix 3 : Final Report Supervision Agreement (Advisor 1)

Appendix 4 : Final Report Supervision Agreement (Advisor 2)

Appendix 5 : Final Report Supervision Form

Appendix 6 : Recommendation for Final Report Examination

Appendix 7 : Final Report Exam Revision

Appendix 8 : Implementation of Final Report Revision