

FINAL REPORT

WRITING VIDEO SCRIPT TO PROMOTE byUs.at66 AS A NEW COFFEE SHOP CHOICE IN PALEMBANG



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

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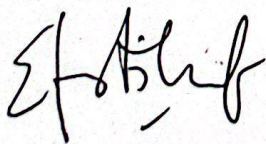
**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2025**

APPROVAL PAGE

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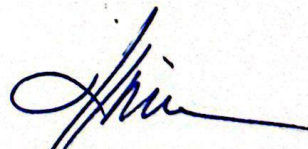
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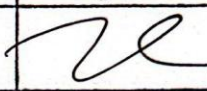
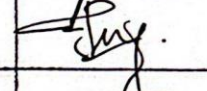
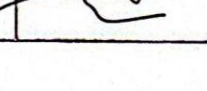


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VALIDATION PAGE

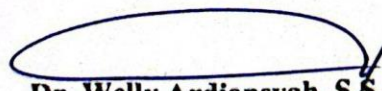
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PLAGIARISM-FREE DECLARATION

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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, 11th July 2025



Muhammad Wahyu Mahesa
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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 “Writing Video Script to Promote byUs.at66 as a New Coffee Shop Choice in Palembang.”

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.

Muhammad Wahyu Mahesa

ABSTRACT

The rapid growth of Palembang's coffee shop industry has intensified market competition, prompting businesses to adopt innovative promotional strategies. This research focuses on developing a video script to promote byUs.at66, a newly established coffee shop that differentiates itself through a unique concept combining ambiance, curated menus, and social media presence. Using a Research and Development (R&D) methodology, the study applies storytelling techniques and the AIDA formula to craft a compelling promotional script aimed at the shop's target demographic—young, socially active consumers. The script emphasizes cultural relevance, visual appeal, and interactive elements designed for platforms like Instagram and TikTok. Through user testing and feedback from the target audience, the final product was refined to ensure clarity, engagement, and brand alignment. The outcome demonstrates how storytelling and strategic content creation can enhance digital marketing effectiveness while preserving local traditions.

Keywords: Palembang, Coffee Shop, Promotional, byUs.at66, AIDA Formula.

ACKNOWLEDGEMENT

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 to always learn in life, The writer would like to quote from one of the the most influential person in history, Albert Einstein, saying "The more I learn, the more I realize how much I do not know." This sentence is not only a symbol of curiosity and knowledge, 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:

1. 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 and permit for me to finish my final report.
2. My beloved advisor Mrs. Drs.Eva Agustina Sari, M.Pd. and Mr. Ahmad Iman Mulyadi, M.I.Kom. Thank you for the correction, suggestions, and guidance during the consultation to make this final report complete.
3. All the honorable lectures and administration staff in Language and Tourism Department.
4. Lastly, all the experts who have contributed their knowledge, information, support, and suggestions in this final report.

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