

FINAL REPORT

**WRITING VIDEO SCRIPT TO PROMOTE MASJID
AL ABDUH 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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2025**

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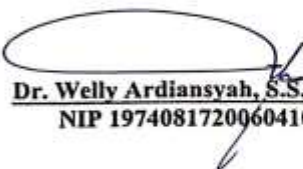
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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written 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, 10th July 2025



Jeni Cantika Putri

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PREFACE

Praise be to Allah SWT, for His blessings and guidance that have enabled the writer to complete this final report entitled “WRITING VIDEO SCRIPT TO PROMOTE MASJID AL ABDUH AS A TOURISM DESTINATION IN PALEMBANG”. This final report is prepared as a requirement to complete the final project in the Diploma III Language and Tourism program at Politeknik Negeri Sriwijaya. The purpose of this project is to design an engaging video script to promote Masjid Al Abduh, a luxurious and magnificent Mosque, especially among tourists who may not be familiar with the mosque. Through this creative initiative, the writer hopes to contribute to the script and video using modern visual narrative techniques.

The writer would like to express her sincere gratitude to all those who have provided guidance and support during the process of preparing this final . Special thanks go to Mrs. Dra. Sri Endah Kusmartini, M.Pd., and Mrs. Koryati, S.Pd., M.Pd., as project advisors, for their valuable input and encouragement; to the lecturers and staff of the Department of Language and Tourism for their assistance; to friends and family for their unwavering support; and to the staff of Masjid Al Abduh who generously shared their knowledge about the mosque. The writer realizes that this final project may still have shortcomings and welcomes constructive feedback for improvement.

Jeni Cantika Putri

ABSTRACT

This final project aims to design a video script as a promotional media for Masjid Al Abduh, a new mosque built by 4 children of Muhammad Abduh as a mandate from their late father, Masjid Al Abduh has a beautiful and magnificent building value, but its popularity has not been widespread among Palembang people or tourists due to its location far from the city center of Palembang. To address this issue, this project used qualitative methods, including interviews with cultural practitioners and literature studies, to gather relevant information about Masjid Al Abduh. The data obtained were then thematically analyzed to identify key elements to be highlighted in the script. The result of this project is a video script that presents Masjid Al Abduh in a modern and engaging narrative, aiming to increase awareness, appreciation, and interest of tourists to visit Masjid Al Abduh. The script is designed to be informative and suitable for dissemination through digital media.

Keywords: Masjid Al Abduh, video script, tourist promotion, Palembang

ACKNOWLEDGMENT

In the name of Allah, the Most Compassionate and the Most Merciful, all praise be to Allah SWT for His mercy, His grace, and His countless blessings that has guided the writer through every step of the process in completing this final report entitled “WRITING VIDEO SCRIPT TO PROMOTE MASJID AL ABDUH AS A TOURISM DESTINATION IN PALEMBANG”. Without His divine will and power, this academic journey and the completion of this work would not have been possible.

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- The English language experts whose careful evaluated, and suggested, her regarding final project.
- The writer's beloved parents for their boundless love, prayers, sacrifices, and moral support. They are the writer's greatest inspiration, and without their unwavering encouragement and belief, this report would never have been realized. Every achievement is truly dedicated to them.
- The writer's siblings and extended family, who always provide warmth and support from afar, and are always ready to provide words of encouragement whenever the writer faces moments of self-doubt or fatigue.
- To all my friends, classmates, and alma mater mates, especially those from the English D-III Study Program Class of 2022, thank you for your togetherness, late night struggles, endless laughter, and sincere friendship. You have made this academic journey truly meaningful and unforgettable.

This report may still contain flaws, and the writer welcomes constructive feedback for future improvement. Hopefully this final project can be a valuable and inspiring reference for those involved in education.

Jeni Cantika Putri

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