

FINAL REPORT

YOUTUBE SCRIPTWRITING TO PROMOTE JUMPUTAN BATIK AT GALERI WONG KITO



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

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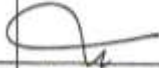
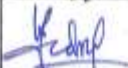


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PLAGIARISM-FREE DECLARATION

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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, 24th February 2026



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ABSTRACT

This final report explores the process of writing a YouTube script aimed at promoting Jumputan Batik at Galeri Wong Kito, a traditional textile business in Palembang. It used the Research and Development (R&D) method based on the ADDIE model. The ADDIE model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The data were collected through interviews, observations, and documentation. The result of the YouTube script includes three main components: introduction, main body, and conclusion. The final product of this study is the YouTube script entitled "**Jumputan Batik at Galeri Wong Kito: The Making Process, the Meaning Behind the Motifs, and Its Cultural Beauty**" which serves as a promotional tool to enhance the visibility of Jumputan Batik through digital media. It is expected that this script can serve as a practical reference for students and cultural promoters in developing effective digital promotional media for local traditional crafts.

Keywords: *digital promotion, galeri wong kito, jumputan batik, scriptwriting, youtube.*

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