

FINAL REPORT

A SCRIPTWRITING FOR PROMOTING KANTIN SUDUT RASA AS A RECOMMENDED CANTEEN FOR STUDENTS OF POLITEKNIK NEGERI SRIWIJAYA



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

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APPROVAL PAGE

The Final Report titled:

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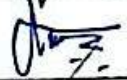


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PLAGIARISM-FREE DECLARATION

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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, 25th June 2026



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PREFACE

The writer would like to thank Allah SWT for His blessings that allowed the writer to complete this final report entitled “A Scriptwriting for promoting *Kantin Sudut Rasa* as a Recommended Canteen for Students of Politeknik Negeri Sriwijaya”. This final report is submitted as one of the requirements to complete the requirements to complete the Diploma III English Study Program at Politeknik Negeri Sriwijaya.

The writer also would like to thank everyone who helped the writer to finish this final report, especially the writer’s advisors, Dra. Sri Endah Kusmartini, M.Pd., and Leni Rohliah, M.Pd., who have provided knowledge, advice, and time. The writer realizes that there are still many mistakes in this report due to our lack of experience and knowledge. However, the writer hopes that this report will be useful for the readers as reference.

Palembang, July 2026

Abelia Salsabila

ABSTRACT

This study aimed to write a video script for promoting *Kantin Sudut Rasa* at Politeknik Negeri Sriwijaya. This study applied the Three-Act Structure to organize the narrative flow of the script and the AIDA (*Attention, Interest, Desire, and Action*) model to strengthen the persuasive message in developing the script to promote *Kantin Sudut Rasa* in simple English. This study employed Research and Development (R&D) method by Sukmadinata (2017) which includes three stages: Literature Review, Model Development, and Final product Testing. The data was collected through observation, interview and documentation. The script was validated by a scriptwriting expert, an English expert, and a content expert. The result of this study is a valid and well-structured promotional video script that can be used to support the promotion of *Kantin Sudut Rasa*. It is recommended that future studies develop promotional media using different approaches, objects, or technologies that are more engaging and effective in the future.

Keywords: *aida model, campus canteen, copywriting, promotional video script, scriptwriting, three-act structure*

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