

FINAL REPORT

CREATING A VIDEO SCRIPT TO PROMOTE PEMPEK KOYEK AS A CULINARY TOURISM ATTRACTION IN PALEMBANG



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

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2026**

APPROVAL PAGE

The Final Report titled:

**CREATING A VIDEO SCRIPT TO PROMOTE PEMPEK KOYEK AS A
CULINARY TOURISM ATTRACTION IN PALEMBANG** prepared by
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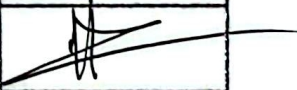
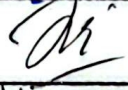


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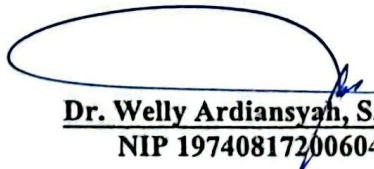
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The Final Report titled:

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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 June 2026



Raden Ayu Ismi Nabila
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PREFACE

All praise is devoted to Allah for His endless blessings, including health, strength, and clarity of mind, which have enabled the writer to successfully complete this final report entitled “Creating a Promotional Video Script for Pempek Koyek as a Culinary Tourism Attraction in Palembang.” This report is presented as one of the requirements for completing the Diploma III program at Politeknik Negeri Sriwijaya.

The purpose of this report is to design a promotional video script that introduces Pempek Koyek as a distinctive culinary attraction in Palembang. In completing this project, the writer applies creative writing strategies and appropriate narrative structures to produce a script that is both engaging and informative for the audience. It is hoped that this work can support the promotion of local culinary tourism, particularly by utilizing digital media as an effective promotional platform. The writer is aware that this report is not without shortcomings, considering the limitations in experience and knowledge. Therefore, constructive criticism and suggestions are highly appreciated to improve the quality of this work in the future.

Lastly, the writer hopes that this report will be beneficial for readers, especially students and lecturers, as well as anyone who has an interest in English studies, particularly in the areas of creative writing and tourism promotion.

Palembang, June 2026

The writer

ABSTRACT

This study aims to develop a promotional video script to introduce Pempek Koyek as a culinary tourism attraction in Palembang through TikTok. The study uses the Research and Development (R&D) method adapted from Sukmadinata (2017), including preliminary study, model development, and final product testing. Data were collected by thematic analysis through interviews, observations and analysed using thematic analysis. The script was created using the structure outlined by Jakacaping in (2018), namely narrative hook, introduction, body, and closing. The script has been validated by the owner, a scriptwriting expert, and an English expert. The scriptwriting expert suggested improving the opening section, capitalization, and diction. The English expert highlighted the script's strong focus on visitor participation and its vivid descriptions of the traditional setting, riverside scenery, and pempek-making activities, which effectively engage the audience. The result is a 1–2-minute promotional video script in English highlighting the uniqueness of Pempek Koyek, such as live cooking, and its location near by the Musi River. The owner confirmed that the script accurately reflects the concept and experience of Pempek Koyek. and is expected to be an effective promotional tool to enhance its attractiveness and reach as a culinary tourism destination.

Keywords: *culinary tourism, promotion, pempek koyek, script, tiktok.*

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