

FINAL REPORT

EVALUATING ENGLISH NARRATIVE ADAPTATION IN AN AI-GENERATED ANIMATED VIDEO FOR PROMOTING PALEMBANG CULINARY CULTURE



**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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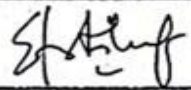
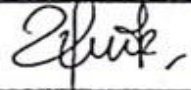


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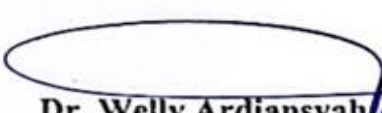
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PLAGIARISM-FREE DECLARATION

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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.

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Palembang, 24th June 2026

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PREFACE

In the name of Allah SWT, the Most Gracious and the Most Merciful, the writer would like to express her deepest gratitude for His blessings, guidance, and mercy, which have enabled the completion of this final report proposal entitled “*Evaluating English Narrative Adaptation in an AI-Generated Animated Video for Promoting Palembang Culinary Culture.*”

This proposal is submitted as one of the requirements to fulfil the Diploma III (D-III) degree in the English Study Program at Politeknik Negeri Sriwijaya. The study aims to evaluate the clarity and effectiveness of English narrative adaptation in an AI-generated animated video, particularly in conveying Palembang culinary culture from the viewers’ perspectives.

The writer realizes that this proposal is not without limitations. Therefore, constructive criticism and suggestions are sincerely welcomed to improve the quality of this work in the future. It is hoped that this study will contribute to the development of English for tourism communication, digital storytelling, and the use of artificial intelligence in cultural promotion.

Palembang, 29 June 2026

Badria Indah Damayanti

ABSTRACT

This study aimed to evaluate the English narration used in an AI-generated animated video designed to promote Palembang culinary culture. The study focused on how the narration helps viewers understand the cultural information presented in the video. Two main aspects were analyzed: language clarity and cultural understanding. Language clarity included vocabulary simplicity, sentence clarity, and narrative organization. Cultural understanding included the explanation of traditional foods, cultural background, and cultural terms. This study employed a descriptive quantitative research design. The data were collected through a questionnaire distributed to 110 students of Diploma III of English Department at Politeknik Negeri Sriwijaya using purposive sampling. Before answered the questionnaire, participants watched a four-minute AI-generated animated video featuring various traditional dishes from Palembang. The questionnaire used a four-point Likert scale to measure participants' responses. The collected data were then analyzed using percentage calculations to identify general response patterns and tendencies among participants. The findings showed that most participants gave positive responses toward the English narration. The narration was considered clear, simple, and easy to understand. The results also indicated that the narration successfully helped viewers understand Palembang culinary culture. Therefore, this study suggested that clear English narration and digital storytelling could support tourism promotion and cultural communication effectively.

keywords: *ai-generated video, cultural promotion, english narrative adaptation, tourism communication.*

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