

FINAL REPORT

WRITING THE INSTAGRAM CAROUSEL SCRIPTS TO PROMOTE KAMPUNG KAPITAN AS A CULINARY DESTINATION IN PALEMBANG



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

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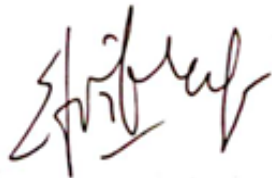
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APPROVAL PAGE

The Final Report titled:

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KAMPUNG KAPITAN AS A CULINARY DESTINATION IN
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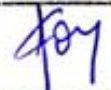


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VALIDATION PAGE

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

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PREFACE

First of all, the writer would like to express his highest gratitude to Allah SWT for the endless blessings and guidance, so the writer could finish this final report entitled "Writing an Instagram Carousel Script to Promote Kampung Kapitan as a Culinary Destination in Palembang" as one of the requirements to complete the Diploma III program of the English Department at the State Polytechnic of Sriwijaya.

This final report discusses the process of writing an Instagram carousel script as a promotional medium for Kampung Kapitan, one of Palembang's Pempek producers. It presents the steps taken during the research and development process, the structure of the script, and how an Instagram carousel can be used effectively to promote local culinary heritage. The writer also explains how visual, copywriting techniques, and persuasive language help build a compelling narrative that introduces Kampung Kapitan to a wider audience in the digital era.

The writer fully realizes that this final report is far from perfect. Therefore, any constructive suggestions and feedback for improvement will be highly appreciated. Lastly, the writer hopes this final report can be useful for the readers, especially for students of the English Department of State Polytechnic of Sriwijaya who are interested in digital media, culinary culture, and content development.

Aditya Setiawan

ABSTRACT

This study aimed to develop bilingual Instagram carousel scripts to promote Kampung Kapitan, a traditional pempek production area in Palembang. Addressing its low visibility caused by limited digital marketing. Utilizing a simplified six-stage Research and Development (R&D) methodology by Borg & Gall (1983). The data was gathered through observations, documentation, and an interview regarding the three local vendors. The resulting promotional scripts were structured into Hook, Story, Call to Action, and Caption segments. After various validations by linguistic and scriptwriting experts, the drafts were field-tested by Politeknik Negeri Sriwijaya students. They confirmed the clarity and persuasive effectiveness of the script. The study concludes that these validated scripts serve as a viable digital asset ready for usage. The scripts are aiming to significantly boost public awareness and tourist engagement with Kampung Kapitan's culinary heritage.

Keywords: *Instagram carousel script, Kampung Kapitan, Promotion,*

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The writer would like to express their sincere gratitude to everyone who has contributed to the completion of this final report titled “Writing an Instagram Carousel Script to Promote Kampung Kapitan as a Culinary Destination in Palembang.” This report was prepared as one of the requirements for completing the Diploma III (D3) Language and Tourism major at Politeknik Negeri Sriwijaya. The writer realizes that this work would not have been accomplished without the support, guidance, and encouragement from many parties.

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