

FINAL REPORT

**WRITING VIDEO SCRIPT TO PROMOTE BUNNIYAN
COFFEE AS A HIDDEN COFFEE SHOP 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:

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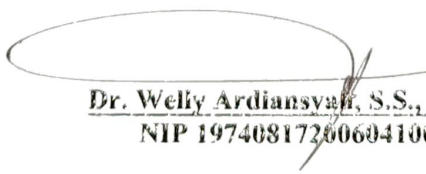
VALIDATION PAGE

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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, 23rd June 2026



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PREFACE

First of all, the writer would like to thank Allah SWT for His blessings, so the writer can finish the final report entitled “Writing Video Script to Promote Bunniyan Coffee as a Hidden Gem Coffee Shop In Palembang”. This final report was prepared as one of the requirements for completing the Diploma III (DIII) Program in the English Study Program at Politeknik Negeri Sriwijaya. This report aims to explain how to write a simple and engaging video script for promotion. The main focus of this final report is to introduce Bunniyan Coffee as a hidden gem coffee shop in Palembang. The author acknowledges that this report still has shortcomings. Therefore, he welcomes constructive criticism and suggestions. Hopefully, this final report will be useful for readers.

Verlyana Nurachma

ABSTRACT

This report aims to create a video script as a promotional video script writing Bunniyan Coffee, a hidden gem coffee shop in Palembang. In the digital era, promotional videos are an effective way to attract audience attention. Therefore, a clear, engaging, and easy-to-understand script is required. This study used the AIDA (Attention, Interest, Desire, Action) method. This method was used to structure the script flow. The attention stage aims to capture the viewer's attention at the beginning of the video. The interest stage is used to build interest through information about the atmosphere and products. The desire stage aims to foster the viewer's desire to visit. The action stage is used to encourage viewers to visit the coffee shop. Data for this study was collected through observation, interviews, and documentation. The result of this study is a simple, engaging, and easy-to-understand promotional video script. This script showcases the uniqueness and atmosphere of Bunniyancoffee, thereby increasing visitor interest. It is hoped that this video script can be used as an effective promotional medium and help introduce the coffee shop to the wider public

Keywords: *aida, coffee shop, digital marketing, promotion, video script*

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TABLE OF CONTENT

COVER PAGE	i
APPROVAL PAGE	ii
VALIDATION PAGES	iii
PLAGIARISM-FREE DECLARATION.....	iv
PREFACE.....	v
ABSTRACT	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENT.....	viii
LIST OF FIGURE	x
LIST OF APPENDICES	xi

FUTURE I INTRODUCTION

1.1 Background of the Problem.....	1
1.2 Problem Identification	3
1.3 Problem Scope.....	3
1.4 Problem Formulation.....	3
1.5 Development Objective	3
1.6 Benefits of Developed Product.....	4
1.7 Spesification of Developed Product	5

FUTURE II THEORETICAL FRAMEWORK

2.1 Theoretical Review	6
2.1.1 Scriptwriting Concept.....	6
2.1.2 Step of Writing a Video Script	6
2.1.3 Structure of Video Script (Hook,Content,CTA)	7
2.1.4 AIDA Model for Promotion	8
2.1.5 Persuasive Communication	8
2.1.6 Storytelling Theory.....	9

2.1.7 Visual Storytelling.....	10
2.1.8 Instagram as Promotional Media.....	10
2.1.9 Coffee Shop Branding	11
2.2 Review of Relevant Studies	11
2.3 Conceptual Framework	13

FUTURE III RESEARCH METHODOLOGY

3.1 Research and Development	14
3.2 Development Model AIDA and Product Development	14
3.3 Research Procedure	15
3.4 Data Collection Techniques	16
3.5 Data Analysis Technique.....	17

FUTURE IV RESEARCH AND DEVELOPMENT RESULT

4.1 Result of Initial Product Development	19
4.2 The Process of Writing the Video Script.....	19
4.2.1 Data Collection.....	20
4.2.2 Drafting the Video Script	20
4.3 Expert Review and Revision	22
4.3.1 English Expert	23
4.3.2 Script Writing expert	26
4.4 The Result of the Video Script	29
4.5 Research Limitation	31

FUTURE V CONCLUSION AND RECOMENDATION

5.1 Conclusion on the Product	32
5.2 Recommendation for Product Utilization.....	33

REFERENCES

APPENDICES

LIST OF FIGURES

Figure 3.1 AIDA Research.....	15
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LIST OF TABLES

Table 4.1 First Draft of Script.....	21
Table 4.2 English Expert Revision.....	23
Table 4.3 Script Writing Expert Revision.....	26
Table 4.4 Final Result of Script.....	29

LIST OF APPENDICES

Appendix 1	<i>Surat Permohonan Surat Pengantar Pengambilan Data</i>
Appendix 2	<i>Surat Permohonan Surat Pengantar Expert</i>
Appendix 3	Final Report Supervision Agreement (Advisor 1)
Appendix 4	Final Report Supervision Agreement (Advisor 2)
Appendix 5	Final Report Supervision Form
Appendix 6	Recommendation for Final Report Examination
Appendix 7	Final Report Exam Revision
Appendix 8	Implementation of Final Report Revision