

FINAL REPORT

**WRITING A PROMOTIONAL VIDEO SCRIPT OF
DAPOER DUREN AS A CULINARY TOURISM IN
PALEMBANG**



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

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APPROVAL PAGE

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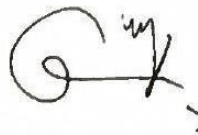
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PLAGIARISM-FREE DECLARATION

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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

First and foremost, the writer would like to express her sincere gratitude to Allah SWT for His mercy and blessings, which have enabled the completion of this final report entitled “*Writing a Promotional Video Script of Dapoer Duren as a Culinary Tourism in Palembang.*” This report is submitted as a requirement to complete the Diploma Program in the English Department at Politeknik Negeri Sriwijaya. The writer acknowledges that the completion of this report would not have been possible without the assistance and support of many individuals.

The writer would like to extend her appreciation to all lecturers of the English Department at Politeknik Negeri Sriwijaya for their knowledge and guidance throughout the study period. The writer is also deeply grateful to the advisor for continuous support, valuable feedback, and helpful suggestions during the process of writing this report.

The writer realizes that this final report still has limitations and is not yet perfect. Therefore, constructive feedback and suggestions are highly appreciated for future improvement. It is hoped that this report will be useful, particularly in the field of English for tourism and promotional media, and beneficial for readers as well as future researchers.

Alya Shahara Putri

ABSTRACT

This final report aims to develop an English promotional video script for Dapoer Duren as a culinary tourism destination in Palembang. This study is based on the growing trend of culinary tourism and the increasing use of video as an effective promotional medium. However, most of Dapoer Duren's promotional content is still presented in Indonesian, which limits its reach to international audiences. Therefore, this study focuses on creating an English video script that is informative and engaging. This study applies the Research and Development (R&D) method, involving several stages such as identifying objectives, collecting information, developing the script, and revising the product. The result of this study is a structured promotional video script designed for a short video, complete with narration and visual directions. It is expected that the script can be used as a guide to produce an attractive promotional video and help Dapoer Duren reach a wider audience, especially international tourists.

Keywords: *culinary tourism, dapoer duren, palembang, promotional video, video script.*

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