

FINAL REPORT

WRITING A VIDEO SCRIPT FOR DANAU BIRU TO PROMOTE TOURISM DESTINATION IN SOUTH SUMATRA



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

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2026**

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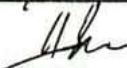


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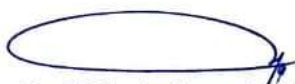
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PLAGIARISM-FREE DECLARATION

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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.

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 gratitude to Allah SWT for His blessings and mercy, which have enabled the writer to complete this final report entitled “Writing a Video Script for Danau Biru to Promote Tourism Destination in South Sumatra.” This final report is submitted as one of the requirements to complete the Diploma III Degree of the English Department at State Polytechnic of Sriwijaya.

This final report discusses the development of an English promotional video script for Danau Biru as a tourism destination in South Sumatra. The study focuses on creating a structured, informative, and engaging promotional script that can introduce Danau Biru to a wider audience. Through this study, the writer aims to provide a better understanding of the use of promotional video scripts as digital media for tourism promotion and to contribute to the development of English promotional content for local tourism destinations.

The writer realizes that this final report is still far from perfect. Therefore, the writer welcomes any suggestions and constructive criticism in order to improve this report. Finally, the writer hopes that this final report will be useful for readers as a reference, especially for students of the English Department at Politeknik Negeri Sriwijaya.

Palembang, 2026

Noori Aaqilah Marwa

ABSTRACT

This study aims to develop an English-language promotional video script for Danau Biru as a tourist destination in South Sumatra. The development of this product was driven by the lack of English-language promotional materials capable of introducing Danau Biru to a wider audience. This study employs a Research and Development (R&D) methodology adapted from Borg and Gall (1989) as cited in Siregar (2023). Due to time constraints, only six stages were implemented: research and information gathering, planning, initial product development, field testing, revision, and implementation. Data were collected through observation, interviews, and documentation. The product developed is a promotional video titled Danau Biru: A Place to Relax, which presents information about the destination, tourist activities, facilities, operating hours, admission fees, and location. The script was designed using descriptive and persuasive language and applies the AIDA model (Attention, Interest, Desire, and Action) to increase audience engagement. This product was validated by a content script expert, an English linguist, and a video content expert. The validation results showed that the product was categorized as excellent and suitable for use as a promotional medium. Therefore, this promotional video is expected to raise public awareness and attract more visitors to Danau Biru as a recreational tourist destination in South Sumatra.

Keywords: *danau biru, promotional video, research and development, tourism promotion, video script*

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