

FINAL REPORT

**WRITING THE VIDEO SCRIPT OF CEMERLANG
ASRI RESORT TO PROMOTE TOURISM
DESTINATION IN PAGARALAM**



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

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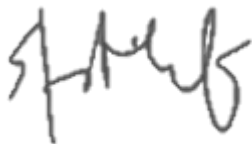
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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2026**

APPROVAL PAGE

The Final Report titled:
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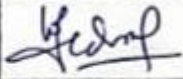
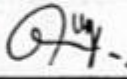


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VALIDATION PAGE

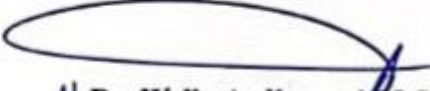
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PLAGIARISM-FREE DECLARATION

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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.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report Proposal 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, 02nd April 2026



Freska Ramadhani
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PREFACE

Praise and gratitude are given to Allah SWT for His blessings and guidance, which have enabled the writer to complete this final report entitled “Writing the Video Script of Cemerlang Asri Resort to Promote Tourism Destination in Pagar Alam.” This report is submitted as one of the requirements to obtain the Diploma III degree at the English Department, Politeknik Negeri Sriwijaya.

This final report discusses the process of creating a promotional video script for Cemerlang Asri Resort, a tourism destination located in Pagar Alam, South Sumatra. The writing process includes several stages, such as collecting information about the resort, developing the promotional concept, organizing the script structure, and revising the script based on evaluation results. The video script was designed to introduce the natural attractions, facilities, and tourism activities offered by Cemerlang Asri Resort through clear and engaging visual storytelling. Through this project, the writer gained valuable knowledge and experience in script writing, tourism promotion, and creative media production.

The writer would like to express sincere appreciation to all individuals who have provided support and guidance throughout the completion of this final report, especially the advisors, lecturers, and parties involved in the development of this project. Acknowledging that this report is not without flaws, the writer sincerely welcomes any constructive criticism and suggestions for future improvement. It is hoped that this final report can contribute to the promotion of tourism destinations in Pagar Alam through creative and informative video content.

Freska Ramadhani

ABSTRACT

This study aims to create a promotional video script for Cemerlang Asri Resort to help promote tourism in Pagaralam. This study employed the Research and Development (R&D) method. The data were collected through observation, interviews, and documentation to obtain information about the resort's facilities, environment, and promotional needs. The script writing process included identifying the target audience, organizing the script structure, drafting, revising, and finalizing the script based on expert validation. The result of this study is a well-organized and ready-to-use English promotional video script that presents Cemerlang Asri Resort as an attractive tourism destination. The script is designed to support digital promotion through online media and is expected to increase public interest in visiting Pagaralam.

Keywords: *cemerlang asri resort, promotion, script, video, writing*

ACKNOWLEDGMENT

First of all, the writer would like to thank Allah SWT for His blessings, guidance, and strength so that this final report can be completed well. The writer realizes that this report could not be finished without the support and help of many people. Therefore, I would like to express my sincere thanks to:

1. The Director of Politeknik Negeri Sriwijaya, Ir. Irawan Rusnadi, M.T., for the support provided throughout the writer's academic journey.
2. Dr. Welly Ardiansyah, S.S., M.Pd., as the Head of the Department of Language and Tourism, for his guidance, advice, and support during my academic journey.
3. Ms. Wirda Ningsih, S.Pd., M.A., as the Head of the D-III English Study Program, for her support and guidance during the writer's academic journey.
4. My supervisors, Dra. Evi Agustina Sari, M.Pd. and Eka Lutfiyatun, M.Pd., for their patience, clear guidance, helpful suggestions, and corrections. Your support has helped me complete this final report in a better way.
5. The expert validators, namely Sulastriani, M.Si. as the Indonesian language expert, Yuliza Fitriani, A.Md.Par. as the script content expert, and Sulistyaningrum, S.S., M.App.Ling. as the English linguistic expert, for their time, support, and valuable suggestions in evaluating the developed script. Their feedback helped improve the language accuracy, content quality, organization, and English usage of the final product.
6. The examiners, Dr. Welly Ardiansyah, S.S., M.Pd., Mrs. Koryati, S.Pd., M.Pd., Mrs. Wirda Ningsih, S.Pd., M.A., and Mrs. Genta Ulina Hutagalung, S.Pd., M.Pd., for their valuable feedback and suggestions that helped improve this final report.
7. All lecturers and administrative staff of the D-III English Study Program, for their knowledge, assistance, and support during my years of study.

8. My beloved family, for their endless love, sincere prayers, understanding, and constant support. Your encouragement and trust have given me the strength and motivation to finish my studies and complete this final report.
9. Finally, I would like to thank myself for the hard work, perseverance, and commitment to completing this final report despite the challenges. This journey has taught me to stay patient, keep learning, and never give up.
10. My beloved Firman, for his love, support, encouragement, patience, and companionship throughout the completion of this final report.
11. My best friends in the Agak Laen group, for their support, encouragement, laughter, and togetherness while I was finishing this final report.

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