

FINAL REPORT

WRITING A VIDEO SCRIPT TO PROMOTE CANDI BUMI AYU AS A TOURISM DESTINATION IN PALI REGENCY, SOUTH SUMATERA PROVINCE



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

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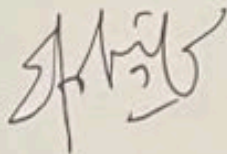
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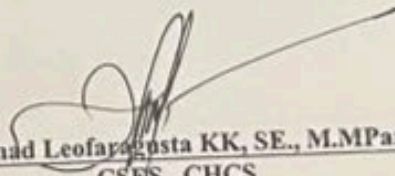
**WRITING A VIDEO SCRIPT TO PROMOTE CANDI BUMI AYU AS A
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PROVINCE** prepared by Jefri Firli Sandi (NIM 062330901784) has been
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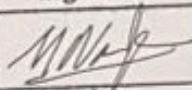
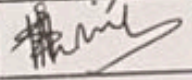
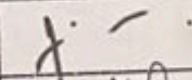
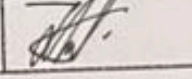


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VALIDATION PAGE

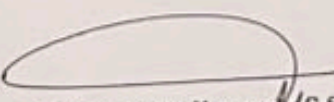
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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report Proposal 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, 03rd March 2026

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Jefri Firli Sandi

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PREFACE

First of all, the writer would like to express the deepest gratitude to Allah SWT for His blessings, mercy, and guidance so that this Final Report entitled "Writing the Promotional Video Script of Candi Bumi Ayu as a Tourism Destination in PALI Regency, South Sumatera Province" can be completed successfully. This Final Report is submitted as one of the requirements for completing the Diploma III English Study Program at Politeknik Negeri Sriwijaya. The writer sincerely appreciates the support, guidance, and encouragement received from many people during the completion of this Final The writer realizes that this Final Report is still not perfect. Therefore, constructive criticism and suggestions are highly appreciated for its improvement. Finally, the writer hopes that this Final Report will be useful for readers and contribute to the development of tourism promotion through promotional video script writing.

Palembang, 2026

The Writer

ABSTRACT

This study aimed to develop a promotional video script for Candi Bumi Ayu as a tourism destination in PALI Regency, South Sumatera Province. This study used the Research and Development (R&D) method adapted from Borg and Gall (1983) and modified by Sukmadinata (2010), which consisted of three main stages: preliminary study, product development, and product testing. The data were collected through literature study, interviews, and questionnaires. The preliminary study was conducted to gather theoretical and factual information about tourism promotion, video script writing, and Candi Bumi Ayu. In the product development stage, the writer developed a promotional video script using a structured format consisting of an introduction, body, and closing, supported by persuasive language and digital storytelling. The product was evaluated through expert validation and product testing to assess its quality in terms of content accuracy, language clarity, presentation, and effectiveness. The results showed that the developed promotional video script was clear, well-structured, and effective in delivering promotional messages. The use of persuasive elements and simple language helped attract the audience's attention and improved their understanding of Candi Bumi Ayu. Therefore, the promotional video script could be used as an alternative promotional medium to introduce Candi Bumi Ayu and support tourism development.

Keywords: *candi bumi ayu, digital storytelling, persuasive text, tourism promotion, video script.*

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