

FINAL REPORT

WRITING A VIDEO SCRIPT OF BATIQA HOTEL PALEMBANG AS A HOSPITALITY CHOICE



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

Prepared By:

Chelsea Olivia Salsabila
NIM 062330901826

Advisors:

Darmaliana, S.Pd., M.Pd.
NIP 197301032005012002

Ahmad Iman Mulyadi, M.I.Kom.
NIP 199007082022031005

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

APPROVAL PAGE

The Final Report titled:

**WRITING A VIDEO SCRIPT OF BATIQA HOTEL PALEMBANG AS A
HOSPITALITY CHOICE** prepared by **Chelsea Olivia Salsabila (NIM
062330901826)** has been approved by the advisors for defense in the **Final
Report Examination.**

Advisor 1



Darmaliana, S.Pd., M.Pd.
NIP 197301032005012002

Advisor 2



Ahmad Iman Mulyadi, M.I.Kom.
NIP 199007082022031005

VALIDATION PAGE

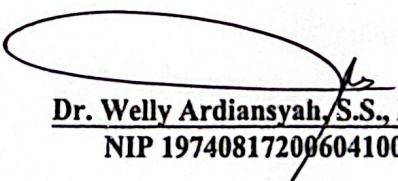
The Final Report titled:

WRITING A VIDEO SCRIPT OF BATIQA HOTEL PALEMBANG AS A HOSPITALITY CHOICE prepared by Chelsea Olivia Salsabila (NIM 062330901826) has been defended in the Final Report Examination before the Examination Committee on Tuesday, 30th June 2026.

	Examination Committee	Signature
Chairperson	Mochamad Ridhwan, S.Pd., M.Pd. NIP 196912102005011002	
Member 1	Sri Gustiani, S. Pd., M.TESOL., Ed.D. NIP 197108252005012001	
Member 2	Ahmad Khoirul Akhir Tanjung, M.Hum. NIP 198609292022031004	
Member 3	Mahraini Agustina, M.Hum. NIP 199008102023212043	

Acknowledged By:

Head of the Department of Language and Tourism
Politeknik Negeri Sriwijaya


Dr. Welly Ardiansyah, S.S., M.Pd.
NIP 197408172006041001

PLAGIARISM-FREE DECLARATION

I the undersigned,

Name : Chelsea Olivia Salsabila

NIM : 062330901826

Year of Enrollment : 2023

Study Program : DIII English Study Program

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, 02nd April 2026



Chelsea Olivia Salsabila
NPM 062330901826

PREFACE

Praise be to Allah SWT for His blessings, guidance, and mercy, which have enabled the author to complete this final project entitled “Developing a Promotional Video Script of BATIQA Hotel Palembang as a Hospitality Choice.”

This final project was prepared as one of the requirements for completing the Diploma III Program in English, State Polytechnic of Sriwijaya. The purpose of this study was to develop a promotional video script that can be used as a promotional medium to introduce BATIQA Hotel Palembang, its facilities, services, and unique selling points.

The author hopes that this final project will be beneficial for BATIQA Hotel Palembang, students, and future researchers, particularly those interested in scriptwriting and promotional media in the tourism and hospitality industry. The author also realizes that this final project is not perfect; therefore, constructive suggestions and feedback are sincerely appreciated.

Chelsea Olivia Salsabila

ABSTRACT

This final project aimed to develop a promotional video script for BATIQA Hotel Palembang as a hospitality choice. The study employed adapted Research and Development (R&D) method, consisting of three stages: preliminary study, model development, and product testing. Data were collected through literature study, observation, and interviews to obtain information about the hotel's facilities, services, and unique selling points applies with AIDA Model. The data were analyzed using thematic analysis by identifying patterns, organizing patterns and interpreting patterns. The product was validated by 2 phases, by two experts' validation and eleven correspondents' feedback. One expert evaluated the grammar, vocabulary and sentence structure, meanwhile, another expert evaluated the content of the script and the suitability of the script. The eleven respondents also commented the script for engaging opening and the length of the script. The final product is English and Indonesia promotional video script with a structured opening, body, and closing. It is expected to serve as a promotional medium for BATIQA Hotel Palembang and as a reference for future studies on promotional media in the tourism and hospitality industry.

Keywords: *AIDA Model, BATIQA Hotel Palembang, hospitality choice, promotional video script, Research and Development (R&D)*

ACKNOWLEDGMENT

First of all, the writer would like to express the deepest gratitude to Allah SWT. For the blessing, health, and mercy to finish this final report. The writer also wants to say thanks to:

1. Head of the Department of Language and Tourism, Mr. Dr. Welly Ardiansyah, S.S., M.Pd., Head of Study Program of DIII English Study, Ms. Wirdah Ningsih, S.Pd., M.A., and Secretary of the Department of Language and Tourism, Mr. Ahmad Iman Mulyadi, M.I.Kom.
2. My beloved advisors, Mrs. Darmaliana, S.Pd., M.Pd. and Mr. Ahmad Iman Mulyadi, M.I.Kom. Thank you for your advice, suggestions, support, and time in handling me patiently.
3. My examiners, Mr. Moehamad Ridhwan, S.Pd., M.Pd., Dr. Sri Gustiani, S.Pd, M.TESOL., Mr. Ahmad Khoirul Akhir Tanjung, M.Hum., and Mrs. Mahraini Agustina. Thank you for your advice and time in handling me patiently.
4. My beloved parents, Mrs. Devi Susanti S.E and Mr. Rendy Alamsyah, thank you for the love, support, motivation, patience, and praying for my success
5. My supportive sisters especially for Cinta Risky Salsabila that always there when I'm at my lowest point. also, Ceria Adela Salsabila, Shafira Rizky Aulia, Mutiara Adiesha Aulia and Rafa Naura Husama Putri.
6. My beloved best friends, Verlyana Nurachma, Nabila Triaudia, Rani Aziza, Kasanda Natasya, Rieke Lukita and Aisyah Syawalia.
7. My classmates in 6 BD Class that has accompanied me for 3 years.
8. Also, everyone who always supports me that i cannot mention one by one.

TABLE OF CONTENTS

COVER	i
APPROVAL PAGE	ii
VALIDATION PAGE.....	iii
PLAGIARISM-FREE DECLARATION	iv
PREFACE	v
ABSTRACT	vi
ACKNOWLEDGMENT	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	x
LIST OF TABLES	xi
LIST OF APPENDICES	xii

CHAPTER I INTRODUCTION

1.1 Background of The Problem	1
1.2 Problem Identification	3
1.3 Problem Limitation.....	3
1.4 Problem Formulation.....	3
1.5 Development Objectives	3
1.6 Benefits of the Develop Product	4
1.7 Speciation of the Developed Product	4

CHAPTER II LITERATURE REVIEW

2.1 Theoretical Review	5
2.1.1 Definition of Scriptwriting	5
2.1.2 The Concept of Scriptwriting	5
2.1.3 The Structure of Scriptwriting.....	6
2.1.4 Language in Video Script.....	8
2.1.5 The Concept of Promotional Video.....	8
2.1.6 AIDA Model.....	9
2.2 Review of Relevant Studies	10

2.3 Conceptual Framework	11
--------------------------------	----

CHAPTER III RESEARCH METODHOLOGY

3.1 Type of Research	12
3.2 Method of Research	12
3.2.1 Preliminary Study	13
3.2.2 Model Development.....	14
3.2.3 Product Testing and Dissemination	15
3.3 Techniques of Collecting Data	15
3.4 Techniques of Analysing Data.....	15
3.4.1 Literature Study	16
3.4.2 Observation	16
3.4.3 Interview	16

CHAPTER IV RESEARCH AND DEVELOPMENT RESULTS

4.1 Result of Initial Development	17
4.1.1 Literature Study	17
4.1.2 Field Study	17
4.1.3 Model Draft Creation	18
4.1.4 Model Development	19
4.2 Final Product Testing	23
4.3 Dissemination.....	24

CHAPTER V CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion	25
5.2 Recommendations	26

REFERENCES

APPENDICES

LIST OF FIGURES

Figure 2.3 Conceptual Framework.....	12
Figure 3.1 Sukmadinata (2017).....	16

LIST OF TABLES

Table 4.1 First Draft of Script.....	26
Table 4.2 Second Draft Revision.....	29
Table 4.3 Final Draft Revision.....	32

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