

FINAL REPORT

DESIGNING A VLOG AS MEDIA TO PROMOTE

TOURISM OBJECTS IN PALEMBANG



**This report is written to fulfill one of the requirements of final report subject
at English Department of State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

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APPROVAL SHEET
FINAL REPORT
DESIGNING A VLOG AS MEDIA TO PROMOTE
TOURISM OBJECTS IN PALEMBANG



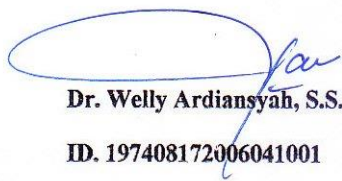
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TOURISM OBJECTS IN PALEMBANG**

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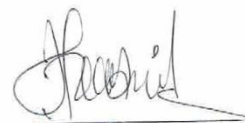
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**STATE POLYTECHNIC OF SRIWIJAYA
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PREFACE

First of all, the writer would like thank to Allah swt and his messenger, Prophet Muhammad saw because of his blessing, it is possible for the writer to finished this final report. Eventually, this report is written to fulfill the requirement of Final Report at State Polytechnic of Sriwijaya Palembang. The title of this final report is “Designing A Vlog as Media Promotion to Promote Tourism Objects in Palembang.

The writer would also like to say thank you to Dr. Welly Adriansyah, S.S., M.Pd., Mrs Eli Yeny, S.pd., M.Pd. as the advisors because without their guidance, the writer cannot prepare and finish this final report and all the people who had helped the writer finish this report.

The writer realized that this final report is still imperfect because of the limitation of sources, time or even knowledge. The writer hopes that this report can help the students of English Department at State Polytechnic of Sriwijaya to gain more knowledge especially on tourism objects of Palembang City.

Palembang, July 2018

The writer

MOTTO AND DEDICATION

Motto :

Always Be Yourself and Never be
Anyone Else Even if They Look
Better Than You

-Unknown-

Dedication :

My Beloved Parents

My Lovely Brothers

My Big Family

And All People Who Always Love and Support Me

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Dealing with this final report, the writer has many inspiration, assistance, and support from everybody. In this chance the writer would like to express our sincere thank to all who had guided the writer in making this final report. The writer would like to thank to:

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ABSTRACT

DESIGNING A VLOG AS MEDIA TO PROMOTE TOURISM OBJECTS IN PALEMBANG

(Talvati Madyan, 2018)

The title of this final report is designing a vlog as media to promote tourism objects in Palembang. The report discusses how to design the product where the product is the vlog that containing the information about tourism objects in Palembang. The purpose of this final report is to know how to design a vlog to promote tourism objects in Palembang. The writer used research and development modification developed by Sukmadinata (2005). The writer collected the data by giving unstructured interview and using snowball sampling to the some experts and some visitors. The writer also collected the data by conducting the observations towards the tourism objects in Palembang. Therefore, the data were analyzed the writer started designing a vlog. The writer asked the experts opinion the design, content of a vlog and the result was final report. A video blog that people uploaded to youtube is a good way of promoting holiday destinations to tourists, which present the views for the audience to visualize, to fantasize, and to dream about a holiday destination in a video. In other words, vlogs can be a powerful media to promote tourism objects in Palembang.

Keywords: Design, Vlog, Promotion Media, Tourism Objects in Palembang.

ABSTRAK

MENDESAIN VLOG SEBAGAI MEDIA UNTUK MEMPROMOSIKAN OBJEK WISATA DI PALEMBANG

(Talvati Madyan, 2018)

Judul laporan akhir ini adalah mendesain vlog sebagai media untuk mempromosikan objek wisata di Palembang. Laporan ini membahas tentang bagaimana cara untuk mendesain produk dimana produknya adalah vlog yang berisi informasi tentang objek wisata di Palembang. Tujuan dari laporan akhir ini adalah untuk mengetahui bagaimana cara untuk mendesain vlog sebagai media untuk mempromosikan objek wisata di Palembang. Penulis menggunakan modifikasi research and development dari Sukmadinata (2005). Penulis mengumpulkan data dengan cara melakukan wawancara tidak terstruktur dan menggunakan snowball sampling kepada beberapa ahli dan beberapa pengunjung. Penulis juga mengumpulkan data dengan cara observasi ke objek wisata di Palembang. Data tersebut di analisis lalu penulis mulai untuk mendesain vlog. Penulis meminta masukan ke beberapa ahli tentang desain, konten vlog, dan hasilnya menjadi laporan akhir. Vlog yang di upload oleh orang-orang ke youtube adalah satu cara terbaik untuk mempromosikan destinasi liburan ke pada para turis, yang mana memperlihatkan pemandangan visual kepada para penonton, untuk membayangkan dan bermimpi tentang destinasi liburan yang ada didalam sebuah video. Dengan kata lain, vlog bisa menjadi media yang berpengaruh untuk mempromosikan objek wisata di Palembang.

Kata Kunci: Desain, Vlog, Media Promosi, Objek Wisata di Palembang.

TABLE OF CONTENTS

TITLE SHEET

APPROVAL SHEET

SIGNATURE OF EXAMINERS.....i

PREFACEii

MOTTO AND DEDICATIONiii

ACKNOWLEDGEMENTiv

ABSTRACT v

TABLE OF CONTENTvi

LIST OF CHART.....viii

LIST OF PICTUREix

LIST OF TABLExiii

CHAPTER I : INTRODUCTION

1.1 Background..... 1

1.2 Problem Formulation 3

1.3 Problem Limitation 3

1.4 Research Purpose 3

1.5 Benefits..... 4

CHAPTER II : LITERATURE REVIEW

2.1 Design..... 5

2.2 Tourism..... 5

2.3 Promotion 6

2.3.1 Kinds of Promotion 6

2.3.2 Purposes of Promotion 7

2.4 Video 8

2.5 Video Blogs 8

2.5.1 The Role of Video Blog in Tourism	11
2.5.2 The Fact of Video Blog to Introduce Tourism	12

CHAPTER III : METHODOLOGY

3.1 Research Methods.....	13
3.1.1 Preliminary Study	14
3.1.2 Model Development.....	16

CHAPTER IV : FINDINGS AND DISCUSSION

4.1 Finding	18
4.2 Discussion.....	19
4.2.1 Preliminary Study	19
4.2.2 Model Development.....	31
4.2.3 Final Product.....	38

CHAPTER V : CONCLUSION AND SUGGESTION

5.1 Conclusion.....	46
5.2 Suggestion	46

REFERENCES	47
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APPENDICES.....	50
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LIST OF CHART

Chart 3.1 The Steps of R & D method by Sukmadinata	13
Chart 3.2 The steps of R&D Modified by the writer.....	13

LIST OF PICTURE

Picture 4.1 Opening.....	25
Picture 4.2 Opening.....	25
Picture 4.3 1 st scene In Sekanak.....	25
Picture 4.4 2 nd scene The Activities.....	25
Picture 4.5 3 rd scene The View.....	26
Picture 4.6 4 th scene The Transportation.....	26
Picture 4.7 5 th scene Introduce Geodang Boencit.....	26
Picture 4.8 6 th scene The History.....	26
Picture 4.9 7 th scene Inside Goedang.....	26
Picture 4.10 8 th scene The Situations.....	26
Picture 4.11 8 th scene Buy the Tickets.....	26
Picture 4.12 9 th scene The Location.....	26
Picture 4.13 10 th scene Inside D'matto.....	26
Picture 4.14 11 th scene The View.....	26
Picture 4.15 12 th scene Inside 3D Area.....	27
Picture 4.16 13 th scene Go to Another Spot.....	27
Picture 4.17 14 th scene Already Explore The Area.....	27
Picture 4.18 15 th scene Review the Photos Spot.....	27
Picture 4.19 16 th scene The Last Object.....	27
Picture 4.20 17 th scene Closing.....	27
Piicture 4.21 Opening of Wondershare Filmora.....	27
Picture 4.22 Insert the video.....	27
Picture 4.23 Choose the transition.....	28
Picture 4.24 Choose the effect.....	28
Picture 4.25 Insert the musics.....	28
Picture 4.26 Export the video.....	28

Picture 4.27	Preview the video.....	28
Picture 4.28	Opening.....	28
Picture 4.29	Opening.....	28
Picture 4.30	1 st scene In Sekanak.....	29
Picture 4.31	2 nd scene The Activites.....	29
Picture 4.32	3 rd scene The view.....	29
Picture 4.33	4 th scene The Transportation.....	29
Picture 4.34	5 th scene Introduce Geodang Boencit.....	29
Picture 4.35	6 th scene The History.....	29
Picture 4.36	7 th scene Inside Goedang.....	29
Picture 4.37	8 th scene The Situations.....	29
Picture 4.38	8 th scene Buy the Tickets.....	29
Picture 4.39	9 th scene The Location.....	29
Picture 4.40	10 th scene Inside D'matto.....	30
Picture 4.41	11 th scene The View.....	30
Picture 4.42	12 th scene Inside 3D Area.....	30
Picture 4.43	13 th scene Go to another spot.....	30
Picture 4.44	14 th scene Already Explore the Area.....	30
Picture 4.45	15 th scene Review the Photos Spot.....	30
Picture 4.46	16 th scene The Last Object.....	30
Picture 4.47	Closing.....	30
Picture 4.48	Closing.....	30
Picture 4.49	Opening.....	32
Picture 4.50	Opening.....	32
Picture 4.51	1 st scene In Sekanak.....	33
Picture 4.52	2 nd scene The Activities.....	33
Picture 4.53	3 rd scene The View.....	33
Picture 4.54	4 th scene The Transportation.....	33
Picture 4.55	5 th scene Introduce Geodang Boencit.....	33
Picture 4.56	6 th scene The History.....	33

Picture 4.57 7 th scene Inside Goedang.....	33
Picture 4.58 8 th scene The Situations.....	33
Picture 4.59 8 th scene Buy the Tickets.....	34
Picture 4.60 9 th scene The Location.....	34
Picture 4.61 10 th scene Inside D'matto.....	34
Picture 4.62 11 th scene The View.....	34
Picture 4.63 12 th scene Inside 3D Area.....	34
Picture 4.64 13 th scene Go to Another Spot.....	34
Picture 4.65 14 th scene Already Explore The Area.....	34
Picture 4.66 15 th scene The Last Object.....	34
Picture 4.67 16 th scene Closing.....	34
Picture 4.68 Closing.....	34
Picture 4.69 Introduction (Before).....	37
Picture 4.70 Introduction (After).....	37
Picture 4.71 1 st scene Greeting (Before).....	37
Picture 4.72 1 st scene Greeting (After).....	37
Picture 4.73 4 nd scene in Sekanak (Before).....	37
Picture 4.74 4 nd scene in Sekanak (After).....	37
Picture 4.75 7 th scene in Goedang (Before).....	37
Picture 4.76 7 th scene in Goedang (After).....	37
Picture 4.77 12 th scene Buy the tickets (Before).....	38
Picture 4.78 12 th scene Buy the tickets (After).....	38
Picture 4.79 Closing (Before).....	38
Picture 4.80 Closing (After).....	38
Picture 4.81 Opening.....	38
Picture 4.82 Opening.....	38
Picture 4.83 1 st scene In Sekanak.....	39
Picture 4.84 2 nd scene The Activities.....	39
Picture 4.85 3 rd scene The View.....	39
Picture 4.86 4 th scene The Transportation.....	39

Picture 4.87 5 th scene Introduce Geodang Boencit.....	39
Picture 4.88 6 th scene The History.....	39
Picture 4.89 7 th scene Inside Goedang.....	39
Picture 4.90 8 th scene The Situations.....	39
Picture 4.91 8 th scene Buy the Tickets.....	39
Picture 4.92 9 th scene The Location.....	39
Picture 4.93 10 th scene Inside D'matto.....	40
Picture 4.94 11 th scene The View.....	40
Picture 4.95 12 th scene Inside 3D Area.....	40
Picture 4.96 13 th scene Go to Another Spot.....	40
Picture 4.97 14 th scene Already Explore The Area.....	40
Picture 4.98 15 th scene The Last Object.....	40
Picture 4.99 16 th scene Closing.....	40
Picture 4.100 Closing.....	40

LIST OF TABLE

Table 4.1 Title Options.....	22
Table 4.2 The Theme, Title and Equipment.....	22
Table 4.3 Limited Testing Revision.....	31
Table 4.4 Wider Testing Revision.....	36