

FINAL REPORT

**THE DESIGN OF VIDEO AS PROMOTION MEDIA OF ISLAMIC
CENTER PRABUMULIH**



**This report is written to fulfill one of the requirements of Diploma
Graduation in English Department at State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

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2018

**APPROVAL SHEET
FINAL REPORT**

**THE DESIGN OF VIDEO AS PROMOTION MEDIA OF ISLAMIC
CENTER PRABUMULIH**



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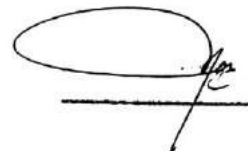
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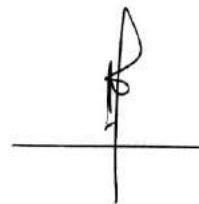
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MOTTO AND DEDICATION

Motto...

**“Stay committed to your decisions, but stay flexible
in your approach.”**

This final report is dedicated to...

My Parents, Parlin Sinaga and Elmina Simarmata

My brother and sister, Dendi Osfaldo and Putri Febria Ganda

My lecturer in English Department, State Polytechnic of Sriwijaya

My beloved Friends, Fitri, Mikha, Vebe, Awen, Ade, Kevin, Cavin and Leo.

The Writer

PREFACE

First of all, the writer would like to give a lot of thanks to God because of His mercy and blessing the writer could finish this final report entitled “ The Design of Video as Promotion Media of Islamic Center Prabumulih”.

The writer realizes that there are many mistakes in writing this final report. Critics and suggestions are excepted to the writer. Finally, the writer hopes that this final report can give benefits and useful for all people especially the students of English Department.

Palembang, July 2018

The Writer

ACKNOWLEDGEMENT

Praise and great attitude to God for blessings and help to complete this final report. The report is written to fulfill the requirement of Diploma III curriculum in State Polytechnic of Sriwijaya. In this moment, the writer would like to thank to everyone who has given many contributions in this final report.

1. My parents, Mr. Parlin Sinaga, S.H and Mrs. Elmina Simarmata who always pray, support and attention with their love for me.
2. My beloved sister and brother (Putri Febria Ganda and Dendi Osfaldo) for always standing by my side and caring about me whenever.
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7. My classmates in BD Class 2015 who encourage each other during three years of learning together.
8. All the parties that helped me to finish this report.

ABSTRACT

THE DESIGN OF VIDEO AS PROMOTION MEDIA OF ISLAMIC CENTER PRABUMULIH

(Depi Pestaria, 2018, 30 pages, 32 pictures)

The title of this final report is the Design of Video as Promotion Media of Islamic Center Prabumulih. The purpose of this final report is to find out how to design video as promotion media to promote Islamic Center Prabumulih and to show the information conveyed by the video. The problem of this report is how to design video as promotion media and in order to solve the problem, the writer would like to design and develop a video. The data were collected by observing the condition of Islamic Center Prabumulih and give some questions to the staff there about the general information of Islamic Center Prabumulih. In developing the video the writer refers to expert's opinion and suggestion. Finally, the writer concluded that video can be used as promotion media to promote Islamic Center Prabumulih and suggested that the students of State Polytechnic of Sriwijaya follow the steps or phases from the experts in designing an interesting video as promotion media. The writer hopes that there will be a great development in designing video by the students of State Polytechnic of Sriwijaya especially English Department students.

Keywords: (Tourism, Promotion, Media, Promotion Media, Video)

ABSTRAK

DESAIN VIDEO SEBAGAI MEDIA PROMOSI ISLAMIC CENTER PRABUMULIH

(Depi Pestaria, 2018, 30 halaman, 32 gambar)

Judul laporan akhir ini adalah Desain Video sebagai Media Promosi Islamic Center Prabumulih. Tujuan dari laporan akhir ini adalah untuk mengetahui bagaimana merancang video sebagai media promosi untuk mempromosikan Islamic Center Prabumulih dan untuk menampilkan informasi yang disampaikan oleh video tersebut. Masalah dari laporan ini adalah bagaimana merancang video sebagai media promosi dan untuk memecahkan masalah, penulis ingin merancang dan mengembangkan video. Data dikumpulkan dengan mengamati kondisi Islamic Center Prabumulih dan memberikan beberapa pertanyaan kepada staf di sana tentang informasi umum dari Islamic Center Prabumulih. Dalam mengembangkan video, penulis mengacu pada pendapat dan saran dari para ahli. Akhirnya, penulis menyimpulkan bahwa video dapat digunakan sebagai media promosi untuk mempromosikan Islamic Center Prabumulih dan menyarankan agar mahasiswa Politeknik Negeri Sriwijaya mengikuti langkah atau fase dari para ahli dalam merancang video yang menarik sebagai media promosi. Penulis berharap akan ada perkembangan besar dalam mendesain video oleh mahasiswa Politeknik Negeri Sriwijaya khususnya mahasiswa Jurusan Bahasa Inggris.

Kata kunci: (Pariwisata, Promosi, Media, Media Promosi, Video)

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