

FINAL REPORT
PROMOTING PEMPEK AS PALEMBANG TRADITIONAL FOOD : A
VIDEO DESIGN



**This report is written to fulfil one of the requirements for Diploma III
Educational accomplishment at English Department of State Polytechnic of
Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET
FINAL REPORT
PROMOTING PEMPEK AS PALEMBANG TRADITIONAL FOOD : A VIDEO
DESIGN



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PREFACE

First of all, the writer would like to perform the gratitude to Allah swt for the mercy and the guidance that have been given to the writers to finish this final report. The writers also would like to express the warm gratitude to the Noble Prophet Muhammad saw, for warming and remembering to be kind. Eventually the report entitled “Promoting Pempek as Palembang Traditional Food: A Video Design“ is written to complete the requirement of Final Report subject at State Polytechnic of Sriwijaya.

The writers admit that there are some mistakes in writing this final report, caused by limitation of experiences, ability and knowledge that the writers have. Therefore, the writers expect the readers can give suggestions and criticism for this final report.

Finally, the writers expect that this final report can give benefits and useful information for readers, especially for the students of English Department at State Polytechnic of Sriwijaya

Palembang, July 2018

The writer

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The writer's success in completing this final report cannot be separated from the support, guidance and direction of the various parties. Therefore, in this occasion the writer gives respect and gratitude to:

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2. My beloved parents, Mr. Hery Haryanto and Mrs. Sri Lestari, thank you for your prayer, support, advice and love. You are the best parents in the world. I have tried and always try my best to be your good daughter.
3. My beloved brothers, Muhammad Bima Andre Rianto and Muhammad Al-Hafiz Riyanto. Both of you are the best siblings in the world.
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8. My best, Dewi Rara Amiati, Maria Nurmilasari, Nadila Marlina, Novita Malaya and Nugraha Ramadhan who support me with all condition.

I hope that this could give benefits and contributions. However, this report is still being perfect. Therefore, some comments and suggestions are always welcomed to make my final report.

ABSTRACT

PROMOTING PEMPEK AS PALEMBANG TRADITIONAL FOOD: A VIDEO DESIGN

(SriRachmaAnugraini, 2018, 29 pages, 80 pictures)

Pempek is one of Palembang traditional foods. It is the first food that will come in on tourists' mind when someone mentions about Palembang. However, the promotion of pempek to international or wider range is less. It needed a medium to provide more information about pempek in order to make the foreigner and those who want to know more about it are easier to get the information. The medium is video. A video has power as a tool for promotion. The purpose of this final report is to find out how to design a video to promote Pempek as Palembang traditional food and to show the information conveyed by the video. The writer used the modification of research and development by Sukmadinata. The writer collected the data by doing interview and documentation. In limited field testing, the result showed that scripts and contents of video should be revised and it must be fixed. In wider field testing, videos were still getting in little comments and suggestions. The final report product was conducted based on the limited and wider testing. I concluded that video can be used to promote and give more information about pempek as Palembang traditional food. The writer suggests the readers to develop the video and to keep the typical taste of pempek.

Keywords : Design, Video, Promotion, Palembang Tradisional Food.

MOTTO AND DEDICATION

Motto...

**“Our greatest glory Is not in never
falling, but in rising every time we fall”**

This final report is dedicated to...

My parents, Hery Haryanto and Sri Lestari

My brothers, Muhammad Bima Andre Rianto and Muhammad Al-Hafiz Riyanto

My lecturers in English Department, State Polytechnic of Sriwijaya

The writer

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