

FINAL REPORT
DESIGNING VIDEO OF *JUMPUTAN PELANGI* AS CULTURE HERITAGE
IN PALEMBANG



**This report is written to fulfill the Requirement of
Final Report Project**

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PALEMBANG

2018

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ENGLISH DEPARTMENT
STATE POLYTECHNIC OF SRIWIJAYA

2018

ABSTRACT

Designing Video of *Jumputan Pelangi* as Culture Heritage in Palembang

(Yolanda Alifia, 2018 : 48 Pages, 46 Pictures)

Jumputan Pelangi is one of traditional textiles as culture heritage in Palembang. In fact, some people still do not know about *jumputan pelangi*. Therefore, it needs a medium that provides the information about *jumputan pelangi* to promote it. The medium is video. The purpose of the research is to design a video to introduce and promote *jumputan pelangi* as culture heritage in Palembang. The writer used research and development method modified by Sukmadinata, the writer collected the data by observation, interview, and documentation. In limited testing, the result showed that the video should be revised. The experts gave the comments on contents. The contents should be added more information about the motif of *jumputan pelangi*, and the sound of narrator should be louder. In wider testing, the video can be accepted. The final product should be conduct based on the limited and the wider comments. The writer concluded that the video can be a promotion video to introduce and promote *jumputan pelangi*. The writer suggested that the students of English Department should develop their idea, ability, and skill to increase the tourist level to come to Palembang and buy *jumputan pelangi* as handicrafts.

Keyword: *Design, Video, Culture Heritage, Jumputan Pelangi*

PREFACE

First of all, the writer would like to thank to Allah SWT for his blessing and mercy given to the writer so the writer could finish the final report on time. The writer is very grateful that the writer can accomplish the requirement of Final Report at State Polytechnic of Sriwijaya Palembang entitled “ Designing Video of *Jumputan Pelangi* as Culture Heritage in Palembang ”.

The writer would also like to thank all people who have supported in writing and finishing this final report, may it be staffs and students of English Department at State Polytechnic of Sriwijaya, especially for Mr. Yusri and Mrs. Munaja Rahma who have given much advice and time to finish this final report.

Finally, the writer realizes that there are still many insufficiencies in writing this final report. Therefore, constructive criticism and suggestions are expected. The writer expects that this final report can give the benefits to other people who might need the information.

Palembang, July 2018

The Writer

ACKNOWLEDGEMENT

In this moment, the writer would like to express deep gratitude to the entire participants for their advices, valuable guidance during writing this final report.

The writer would like to thank to :

1. My beloved parents, my brother and my sister who always give supporting and pray for my self. Thank you so much.
2. Head of English Department Drs. M. Nadjmuddin, M.A who has given supporting and suggestion to my final report.
3. My lovely advisors Dr. Yusri, M.Pd and Ms. Munaja Rahma, S.Pd., M.Pd., thank you for the patience, corrections, suggestions, generosity and valuable guidance during the consultation and make the result of my final report well.
4. All of the lecturers and staffs in English Department who have educated and helped patiently.
5. My beloved partner, Dapit Rizki who always give me support to did my final report.
6. My best partners for making this final report Yazid, Anggik, Marisa, Ricelda, and Hanun who have given supporting.
7. My friend, Muhammad Akbar who has helped my final report and my video. Thank you for the patience.
8. All of my friends in 6 BB for the moments and support during studying in English Department.
9. All of the experts who have given information and data, suggestions and answering the questions in writing and finishing this final report.

MOTTO AND DEDICATION

Motto :

“Love what you do and do what you love
Do not listen to anyone else just do the best”

-Ray Bradbury-

This final report is dedicated to :

Allah SWT

My Parents

My Sister and my brother

My lecturers at English Department in State Polytechnic of Sriwijaya

My friends

Yolanda Alifia

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