

**FINAL REPORT**

**Designing A Short Film “*Food Hunters*” As One of Media to Promote  
Palembang Culinary Tourism**



This Final Report is written to fulfill the requirement of Diploma Graduation in  
English Department at State Polytechnic of Sriwijaya

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**ENGLISH DEPARTMENT**

**PALEMBANG**

**2018**

**APPROVAL SHEET**

**FINAL REPORT**

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Palembang Culinary Tourism**



**By:**

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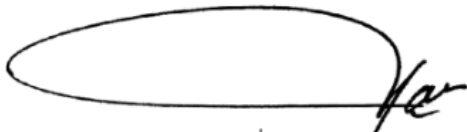
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Palembang Culinary Tourism**

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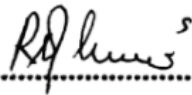
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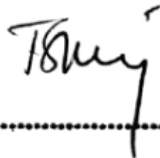
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PALEMBANG**

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## ABSTRACT

### **Designing A Short Film “*Food Hunters*” As One Of Media To Promote Palembang Culinary Tourism**

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**(Fadhilah,2018:58pages,6table,83pictures,1chart)**

The title of this final report is Designing a short film “Food Hunters” as one of media to promote Palembang Culinary Tourism. The purpose of this final report is to find out the steps in design a short film as promotion medium of Palembang Culinary Tourism. The English version aims to inform international viewers while the Bahasa Indonesia version is for local people. The data were collected by using interview and observation. In this writing, the writer used Research and Development method. The result shows that designing short film can be as one of media to promote Palembang Culinary Tourism because film can influence the viewers who watch it played by the actors and actresses. After conducting some revisions to the product from expert, the product was dissaminated through youtube. Lastly, the writer concluded that designing a short film can be as one of media to promote culinary tourism in Palembang. The writer suggested that film needs improvement by film makers to be one of media to promote culinary tourism in Palembang.

**Keywords: ( Designing, a short film, medium, promotion, culinary tourism)**

## ABSTRAK

### **Perancangan Sebuah Film Pendek “*Food Hunters*” sebagai salah satu Media untuk Mempromosikan Wisata Kuliner Palembang**

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**(Fadhilah,2018:58halaman,6tabel,83gambar,1grafik)**

Judul laporan akhir ini adalah Perancangan Sebuah Film Pendek “*Food Hunters*” sebagai salah satu Media untuk Mempromosikan Wisata Kuliner Palembang. Tujuan dari pembuatan laporan akhir ini untuk menemukan cara-cara dalam merancang sebuah film pendek sebagai media promosi wisata kuliner di Palembang. Versi Bahasa Inggris ditulis bertujuan untuk menginformasikan kepada penonton internasional dan Versi Bahasa Indonesia untuk penonton lokal. Data yang di dapat dengan melakukan observasi dan wawancara. Dalam laporan akhir ini, Penulis menggunakan Metode Pengembangan dan Penelitian. Hasil menunjukkan bahwa merancang sebuah film pendek bisa menjadi salah satu media untuk mempromosikan wisata kuliner di Palembang karena sebuah film yang di perankan oleh aktor dan aktris di dalam film tersebut dapat mempengaruhi penontonya. Setelah penulis melakukan beberapa perbaikan dalam perancangan sebuah film pendek dari para ahli, produk dari penulis disebar luaskan melalui youtube. Akhirnya, penulis dapat menyimpulkan bahwa merancang sebuah film pendek dapat menjadi salah satu media dalam mempromosikan wisata kuliner di Palembang. Penulis menyarankan kepada pembuat film bahwa film sangat butuh ditingkatkan lagi sebagai salah satu media untuk mempromosikan wisata kuliner di Palembang.

**(Kata kunci: Perancangan, sebuah film pendek, media, promosi, wisata kuliner)**

## **PREFACE**

First of all, the writer would like to thank to Allah swt for the mercy that has been given to the writer so that the writer could finish the Final Report. The writer also would like to express the warmest gratitude to the prophet Muhammad SAW for warning and remembering every kindness of fault occurred. Eventually, this report is written to fulfill the requirement of Final Report at State Polytechnic of Sriwijaya Palembang entitled “ Designing a short film as one of media to promote Palembang Culinary Tourism ”.

The writer would also like to thank to Dr. Welly Ardiansyah, S.S.,M.Pd and Mrs. Eli Yeny, S.Pd., M.Pd as the best advisors and all the people who had helped finishing this report because without their helps, motivation and concelling, this report will not be finished.

The writer realize that this final report is still far from being perfect because of the limitation of sources, time or even knowledge. Therefore, any suggestion and critics are always welcome. The writer also expects that this report can give advantages for readers, especially the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2018

The Writer

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**MOTTO AND DEDICATION**

**IF YOU BELIEVE  
YOU CAN ACHIEVE**

**Dedication :**

My beloved parents

My lovely sister and brothers

And All people who always love and support me



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