

FINAL REPORT

**DESIGNING VIDEO OF PALEMBANG SONGKET TO PROMOTE
CULTURAL HERITAGE OF PALEMBANG**



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

By:

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**STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2018**

APPROVAL SHEET
FINAL REPORT
DESIGNING VIDEO OF PALEMBANG SONGKET TO PROMOTE
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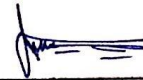
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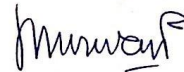
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STATE POLYTECHNIC OF SRIWIJAYA

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ABSTRACT

**DESIGNING VIDEO OF PALEMBANG SONGKET TO PROMOTE
CULTURAL HERITAGE OF PALEMBANG**

(Hanun Nadiyah, 2018: 45 Pages, 3 Charts, 46 Pictures, 44 Appendices)

Songket is one of cultural heritage products that is originated from Palembang. Eventhough it is already known by most Palembang people, but there are people who do not know the specific detail about songket. This final report aims to know how to design the video of Palembang songket to promote cultural heritage of Palembang. The writer used Research & Methodology (R&D) method modified by Sukmadinata (2015). The data were collected by using interview, observation, and documentation. In limited trial, the result showed that the video need some revisions. The experts commented that the contents must be related with the voice over, the grammatical errors and diction must be fixed, and must use different technique in editing the video to keep the viewers attention while watching the video. In wider trial, the experts accepted the video that had been revised based on the experts suggestions in limited trial. After conducting all the comments to the final product, the writer concluded that the video can be accepted as promotion video to promote Palembang songket and inform Palembang society the detailed information about songket. The writer also would like to give suggestion to the students of English Department of State Polytechnic of Sriwijaya to develop their idea, ability, and skill to maintain their cultural heritage and increase the tourists amount to come to Palembang.

Keywords: Designing, Video, Songket, Promotion, Cultural Heritage

MOTTO AND DEDICATION

Motto:

“There is nothing instant in this world, all things need process. I believe, when you’re doing things wholeheartedly & passionately, you’ll finally reach your destination without you even realizing it.”

-Naela Ali-

This Final Report is dedicated to:

Allah SWT

Prophet Muhammad SAW

My Parents

State Polytechnic of Sriwijaya

My lecturers at English Department of State Polytechnic of Sriwijaya

My Friends at State Polytechnic of Sriwijaya

Hanun Nadiyah

PREFACE

First of all, the writer would like to express the gratitude to Allah SWT for the outstanding mercy and the bless that has given to the writer. Therefore, the writer could finish this final report. This report is written as one of the requirements to finish Diploma Three at English Department of State Polytechnic of Sriwijaya which is entitled “Designing Video of Palembang Songket to Promote Cultural Heritage of Palembang”. This final report give detail information about songket Palembang and also the video can be used as a guidance to Palembang local people or toursits to know information about songket palembang.

The writer realizes that this final report still has many insufficiencies and it is still far from perfect. This is because of the limitation of time, experience, knowledge, and ability that the writer has. Therefore, the writer expects the readers can give suggestion for this final report.

Finally, the writer expects that this final report can give advantages and be usefull especially for the students of English Department.

Palembang, July 2018

The writer

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