

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents about the conclusion and suggestion of this final report.

5.1 Conclusion

From the explanation in the previous chapters, the writer concludes that there are 3 steps in designing video script for video of martial arts promotion as sport tourism attraction in Palembang. The following are the steps of designing video script for video of martial arts promotion as sport tourism attraction in Palembang using methodology of Research and Development by Sukmadinata (2005). The steps are preliminary study, model development and final product testing.

In the first step, the writer found informations about martial arts and tourism from some journals as the content of video, and the writer also found some informations about script writing and promotional video. Then, the writer designed the first draft of script.

Next, in the second step the writer did limited testing to make the product developed. The writer asked for comments and suggestion from the experts of linguistic and martial arts trainer. The linguistic expert stated that the script used persuasive paragraph and there some structural grammar problems and miss typed in the script, so the writer were fixed all the problems. Then, the product target is martial arts trainer stated that the video script that the writer made before was very informative and very interesting, so people would be interested in doing martial arts. And the writer should add the newest international achievements of martial arts. Third, the video maker in *Receh* project stated that the video design was good enough for promotional video of tourism. The writer followed all the comments and suggestions from the experts.

In the last step, the writer did wider testing to make a final product. The writer asked for comments and suggestion from script writer, martial arts trainers

and promotional video expert. The script writer stated that the script was not effective because there were a lot of redundant sentence, so the writer should fix the script into simple one. Then, the promotional video expert stated that the video was good and had a good quality of video such as the language that used in the subtitle and clearly defined.

5.2 Suggestion

The writer suggests to further researchers is making a promotional video about sport tourism attraction in Palembang besides martial arts. It is also recommended to make the script or narration based on elements of script writing and stages of writing a video script because script is an element in producing the promotional video.