

**COMPOSING A NATIVE ADVERTISING VIDEO SCRIPT ABOUT
BLONGSONG CLOTH**



This Final Report is Written to Fulfill the Requirement for
Final Report Subject in English Department

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STATE POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET
COMPOSING A NATIVE ADVERTISING VIDEO SCRIPT ABOUT
BLONGSONG CLOTH



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FINAL REPORT

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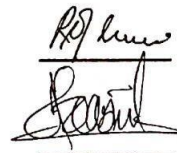
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STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2019

PREFACE

First of all, the writer would like to say thanks to Allah SWT, because of the blessing and mercy, writer can finish this final report on time. This final report is written to fulfill the requirement of final report subject in English Department, State Polytechnic of Sriwijaya. The title of this final report is “Writing Video Script about Blongsong Cloth for Native Advertising Video.”

The writer realizes that there are so many mistakes and lacks in this final report, because the limitation of writer’s experience, ability, and knowledge that the writer has. Therefore, the writer expects the readers can give some comments and suggestions for this final report progress.

At the end, the writer expects that this final report can give benefits and be useful for many people, especially the students of English Department, State Polytechnic of Sriwijaya.

Palembang, July 2019

Writer

MOTTO AND DEDICATION

“... and Allah Loves Those who are Patient.” - Q.S. Ali Imran (3): 146.

This is All Dedicated to:

Allah Swt

Prophet Muhammad saw

My Parents

My Friend

State Polytechic of Sriwijaya

English Department

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First of all, I would like to express gratitude to Allah SWT that has given me that GOD' Mercy, the Grace, and the grand from above, as a result the writer can finish this final report. Aftre that, I would like to express to Prophet Muhammad SAW who has brought us from darkness into brightness.

The writer also wants to say thanks to:

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ABSTRACT

Composing a Native Advertising Video Script about Blongsong Cloth

(Zainab Tri Oktarya, 39 pages, 1 figure, 14 tables).

This final report studied about video script writing with Blongsong cloth as the topic that will be applied in a native advertising video. The purposes of this research are to know the rhetorical structure that used in native advertising video and also the processes of writing the video script. In this final report, the writer used Bathia's moves framework as the guideline to arrange and develop the video script content. The writer used Research and Development by Sukmadinata(2005) This method used in order to get, collect, and describe the process in composing and writing the video script about Blongsong cloth. The data that was obtained after following the steps in this method, starting from preliminary study, development of the product, and final product testing, but the writer did not do the final product testing step, because of limited time, cost, and energy to finish this step. In preliminary study, the writer described the data from the literature study, field survey, and product drafting. In development of the product, the writer asked some experts for their comments and suggestions in limited and wider testing. In conclusion, there are some revision from the experts' comments and suggestions which related to the video script content, linguistic aspects from the video script, and also the script writing.

Keywords: Video Script, Blongsong Cloth, Native Advertising, Video, Bhatia's Moves Framework.

ABSTRAK

Composing a Native Advertising Video Script about Blongsong Cloth

(Zainab Tri Oktarya, 39 halaman, 1 gambar, 14 tabel).

Laporan akhir ini mempelajari tentang penulisan skrip video dengan kain Blongsong sebagai topik yang akan diterapkan dalam video iklan asli. Tujuan dari penelitian ini adalah untuk mengetahui struktur rethorical yang digunakan dalam video iklan asli dan juga proses penulisan skrip video. Dalam laporan akhir ini, penulis menggunakan kerangka gerakan Bathia sebagai pedoman untuk mengatur dan mengembangkan konten skrip video. Penulis menggunakan Penelitian dan Pengembangan oleh Sukmadinata (2005) Metode ini digunakan untuk mendapatkan, mengumpulkan, dan menggambarkan proses dalam menyusun dan menulis naskah video tentang kain Blongsong. Data yang diperoleh setelah mengikuti langkah-langkah dalam metode ini, mulai dari studi pendahuluan, pengembangan produk, dan pengujian produk akhir, tetapi penulis tidak melakukan langkah pengujian produk akhir, karena keterbatasan waktu, biaya, dan energi untuk selesaikan langkah ini. Dalam studi pendahuluan, penulis menggambarkan data dari studi literatur, survei lapangan, dan penyusunan produk. Dalam pengembangan produk, penulis meminta beberapa pakar untuk memberikan komentar dan saran dalam pengujian terbatas dan lebih luas. Kesimpulannya, ada beberapa revisi dari komentar dan saran para ahli yang terkait dengan konten skrip video, aspek linguistik dari skrip video, dan juga penulisan skrip.

Kata kunci: *Video Script, Blongsong Cloth, Periklanan Asli, Video, Bhatia's MovesFramework.*

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