

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the explanation from the previous chapter, the writer can conclude that there are many ways to preserve and promote a culture from one place such as book, brochure, magazine, video, booklet, video blogger, video advertising, and so on. Video advertising can be used as a medium to introduce the cultural from one place. Video cannot be separated with script as the important thing in making video. Then, in writing video script, the writer used research and development (R&D) by (Sukmadinata, 2005). There are three steps in this research and development such as preliminary study, development of the product, and final product testing. In the first step, the writer did literature study, field study in order to find the data needed in this research, after that the writer put the data in product drafting step where the writer started to make a video script draft. In writing this script also the writer used rhetorical structures to develop the script (Bhatia V. K., 1993), they are 1) establishing credentials; 2) introducing the offer; 3) offering incentives; 4) enclosing documents; 5) soliciting response; 6) using pressure tactics; and 7) ending politely. But the writer did not use the enclosing document step because all information is already in the video. The second step is development of the product, it is divided into two, limited and wider testing. In limited testing, the writer asked three experts to give their comments and suggestion for the script in three aspects: content, language, and script writing. So that, the writer developed the draft that had been revised. After that in wider testing also the writer gave to the 4 experts in 4 aspects such as, content, linguistic, script writing, and video. Then the writer wrote the final product from the wider testing. The writer stopped this research after did wider testing and did not carried out the last step because lack of time, energy, and cost.

## **5.2 Suggestion**

The writer suggests for the government in Palembang should increase the promotion of Blongsong Cloth, improve the facility of promoting Blongsong Cloth because in this sophisticated era, the government can use social media to promote Blongsong cloth itself by uploading or showing the video promotion on YT, publishing the advertisement on Instagram, Facebook or Telegram, and so on. By doing these steps hopefully it can make people in Indonesia or abroad know about Blongsong cloth.