

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter, the writer discusses about the conclusion and suggestion of this research.

5.1 Conclusion

There are so many ways to preserve and promote a cultural heritage from one place such as booklet, book, brochure, magazine, 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 producing a video. Therefore, the good script has three sections, such as opening, body, and closing. The writer used research and development (R&D) by (Sukmadinata, 2005). This method is divided into three steps, 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 arrange the video script draft. The writer used Hymes model of speaking and Bhatia's moves framework in arranged the video script. 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 video script in three aspects, content, language, and script writing. So that, the writer developed the draft that had been revised, then the writer arranged the final product in wider testing. The writer stopped this research until wider testing and did not carry out the last step (final product testing) because of limited time, energy, and cost.

5.2 Suggestion

The writer suggests that the tourism government in Palembang should increase the promotion of Blongsong cloth, improve the facility of Blongsong cloth promoting media. In this sophisticated era, they can use social medias to promote Blongsong cloth by uploading video promotion on YT, publishing the advertisement on Facebook, Instagram, Telegram, and so on. By doing these steps hopefully can make people in Indonesia or abroad know about Blongsong cloth and that is kind of a good way to preserve the cultural heritage, especially in Palembang.