

FINAL REPORT
DESIGNING VIDEO SCRIPT TO PROMOTE PALEMBANG
TRADITIONAL SNACKS



This report is written to fulfill the requirement of final report subject
at English Department

By :
PRATIWI SETIYA NINGRUM
061630901357

STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
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APPROVAL SHEET

FINAL REPORT

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By :

PRATIWI SETIYA NINGRUM
061630901357


Palembang, July 2019

Approved by :

First Advisor,


Dr. Yusri, S.Pd., M.Pd
NIP. 197707052006041001

Second Advisor,


Koryati, S.Pd., M.Pd
NIP.198108312005012003

Acknowledged by :

Head of English Department


Drs. M. Nadjmuddin, M.A
NIP. 196209071988031001

PREFACE

First of all, the writer would like to thank Allah SWT for giving the opportunities, blessing and health to finish this final report. The title of this report is “Designing video to promote Palembang Traditional Snacks”. This report is written to fulfill the requirements of Final Report Subject at State Polytechnic of Sriwijaya. The writer realizes that there are many mistakes in writing this report, it is caused by the limitation in abilities and knowledge the writer has. Therefore, the writer expects the readers can give suggestion and criticisms for the improvement of this final report in the future. Finally the writer expects that this report can give advantages and useful especially for students of English Department.

Palembang, July 2019

The Writer

ABSTRACT

DESIGNING VIDEO SCRIPT TO PROMOTE PALEMBANG TRADITIONAL SNACKS

(PratiwiSetiyaNingrum, 2019: 44Pages, 19Figures)

The title of this final report is “Designing Video Script to Promote Palembang Traditional Snacks“. This final report aims to know how to design video script to promote Palembang Traditional Snacks. The writer used Research and Development method modified by Sukmadinata (2005). The writer does observation, documentation and interview for collecting and analyzing the data This method consists of : first preliminary study that has three main steps, they are literature study, field survey and draft model. Second, model development that has two main steps, they are limited trial and wider trial. Third, final product testing that has pre-testing, revision and dissemination. Unfortunately, the writer would not do the final product testing steps because the lack of cost, law, time, skill and legality. The video can be used as medium to promote Palembang Traditional Snacks. The video can be used as media information about Palembang Traditional Snacks. This video consists of the general information about Palembang Traditional Snacks, the prices and the location which sell of Palembang Traditional Snacks.

Keywords : Video Script, Promotion, Palembang Traditional Snacks

ABSTRAK

MERANCANG VIDEO SCRIP UNTUK MEMPROMOSIKAN JAJANAN PASAR TRADISIONAL PALEMBANG

(PratiwiSetiyaNingrum, 2019: 44Halaman, 19 Gambar)

Judul laporan akhir ini adalah "Merancang Video Scrip untuk Mempromosikan Jajanan Pasar Tradisional Palembang". Laporan akhir ini bertujuan untuk mengetahui bagaimana merancang video scrip untuk mempromosikan Jajanan Pasar Tradisional Palembang. Penulis menggunakan metode Penelitian dan Pengembangan yang dimodifikasi oleh Sukmadinata (2005). Penulis melakukan observasi, dokumentasi dan wawancara untuk mengumpulkan dan menganalisis data. Metode ini terdiri dari: Pertama, studi pendahuluan yang memiliki tiga langkah utama, yaitu studi literatur, survei lapangan dan rancangan model. Kedua, pengembangan model yang memiliki dua langkah utama, yaitu uji coba terbatas dan uji coba lebih luas. Ketiga, pengujian produk akhir yang memiliki pra-pengujian, revisi, dan diseminasi. Namun, penulis tidak akan melakukan langkah-langkah pengujian produk akhir karena kurangnya biaya, hukum, waktu, keterampilan dan legalitas. Video tersebut dapat digunakan sebagai media untuk mempromosikan Jajanan Pasar Tradisional Palembang. Video tersebut dapat digunakan sebagai informasi media tentang Jajanan Pasar Tradisional Palembang. Video ini terdiri dari informasi umum tentang Jajanan Pasar Tradisional Palembang, harga dan lokasi yang menjual Jajanan Pasar Tradisional Palembang.

Kata kunci: Video Scrip, Promosi, Jajanan Pasar Tradisional Palembang

MOTTO AND DEDICATION

Motto :

**“You don’t need more motivation. You need
a start!!!”**

-Pratiwi Setiya N-

This final report is dedicated to :

Allah SWT

Prophet Muhammad SAW

My Beloved Parents

My lectures at English Department at State Polytechnic of Sriwijaya

My Friends at State Polytechnic of Sriwijaya

Pratiwi Setiya Ningrum

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