

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

There are many ways to promote and preserve culinary such as creating book, booklet, receipt book, magazine, video blogger, video, and so on. Kinds of media promotion can be categorized into audio, visual, and audio visual. Video is kind of promoting media which is combination of audio and visual. The writer prefers to video because it can be the best promoting media. In video, people can see and get the information that they are looking for at the same time.

A good promoting video can be useless if the creators of promotion cannot find a proper place that can be accessed by many people, the place from the writer's perspective is internet. Internet is the best place to put the video promoting because people all over the world access it in anytime and anywhere. With the internet, all information needed by human can be fulfilled.

Video cannot be separated by script. Script is an important part of making videos. The idea of making a video was developed through a script to make the story. The first thing to start write a video script is the title of script, it makes people easier to understand the content of video that will be delivered, and good script has three sections; opening/greeting, body, and ending/closing. The opening starts with the introduction and the brief explanation about the choice of content that will be delivered in this case the writer's content is the cooking video of Pindang. The body must be explained more detail about the information of content in this case the steps of cooking video of Pindang. Finally in the closing section, the script must be closed with the expectation that will be gained by creating the script.

Therefore, the final product of this report which is the cooking video of Pindang can be used as the medium of promoting to preserve the traditional food from South Sumatera.

5.2 Suggestions

Based on this final report, the writer has some suggestions. First for the linguistics experts are to give the knowledge more detail about the way to write a good script. Second for the owners of Pindang restaurants are to welcome people who come to their restaurants with their intention to promote, to ask their help to do interview, and to finish their report which related to promote Pindang as the traditional food of South Sumatera.