

FINAL REPORT

**DESIGNING A VLOG AS A PROMOTION MEDIUM OF STREET FOOD
AT KAMBANG IWAK PALEMBANG**



**This report is written to fulfill the requirement of final report subject in
English Department at State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

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APPROVAL SHEET

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ABSTRACT

DESIGNING A VLOG AS A PROMOTION MEDIUM OF STREET FOOD AT KAMBANG IWAK PALEMBANG

(Sahidanty Zulkarima, 2019: 34 Pages, 7 Figures)

The purpose of this final report is how to design a vlog as a promotion medium of street food at Kambang Iwak Palembang. The writer used two main steps in Research and Development method: preliminary study and model development. In preliminary study the writer read some references about script writing, vlog, and Kambang Iwak. After that, the writer observed and interviewed some sellers about the kinds and price of street food in Kambang Iwak and also reviewed three vlogs related to the culinary vlog in Youtube. After doing literature study and field survey, the writer made the first draft of vlog. Then, in model development consist of limited and wider testing, the writer asked for some experts comments and suggestion about language and content of the vlog draft to make a better product. The outcome of this study is a vlog entitled is “Exploring Street Food at Kambang Iwak Palembang” with the duration of 10 minutes.

Keywords: Design, Vlog, Promotion Media, Street food

ABSTRAK

MENDESAIN VLOG SEBAGAI MEDIA PROMOSI JAJANAN JALANAN DI KAMBANG IWAK PALEMBANG

(Sahidanty Zulkarima, 2019: 34 Halaman, 7 Gambar).

Tujuan dari laporan akhir ini adalah cara mendesain vlog sebagai media promosi jajanan jalanan di Kambang Iwak Palembang. Penulis menggunakan dua langkah pada metode Penelitian dan Pengembangan: studi pendahuluan dan pengembangan model. Pada studi pendahuluan penulis membaca beberapa referensi mengenai penulisan skrip, vlog dan Kambang Iwak. Setelah itu, penulis mengobservasi dan bertanya kepada para penjual tentang bermacam dan harga jajanan jalanan di Kambang Iwak dan juga memberi ulasan tiga vlog yang berhubungan dengan vlog kuliner di Youtube. Setelah melakukan studi literature dan survey lapangan, penulis membuat rincian vlog pertama. Kemudian, pada pengembangan model terdapat pengujian terbatas dan pengujian lebih luas, penulis menanyakan beberapa komentar dan saran dari beberapa ahli tentang bahasa dan konten dari rincian vlog untuk membuat produk lebih baik lagi. Hasil dari studi ini adalah vlog yang berjudul “Menjelajahi Jajanan Jalanan di Kambang Iwak Palembang” dengan durasi 10 menit.

Kata Kunci: Desain, Vlog, Media Promosi, Jajanan Jalanan

PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT for blessing and giving the writer strength, health, and guidance in finishing this final report entitled “Designing a Vlog as a Promotion Medium of Street Food at Kambang Iwak Palembang”. The purpose of this report is to fulfill the requirement of Final Report at English Department of State Polytechnic of Sriwijaya.

The writer would also like to thank to people who had given a support in finishing this final report, especially for the writer’s advisors who have given much advice, suggestion, support, and time to finish this report. The writer also realize that this report is still far from being perfect, and welcome any suggestion to make this report better. Finally, the writer hopes this report will be useful for the readers as the reference information.

Palembang, July 2019

The writer

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MOTTO AND DEDICATION

Motto:

"Don't go away from life, because life just must go on"

-Sahidantya Zulharima-

This final report is dedicated to:

Allah Swt

Prophet Muhammad Saw

My beloved parents

My beloved brother and sister

My best friends

My lecturer at English Department State Polytechnic of Sriwijaya

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