

FINAL REPORT

**DESIGNING A VIDEO TO PROMOTE LAKE TELUK SERUO AS A
TOURISM OBJECT IN OGAN ILIR REGENCY**



**This report is written to fulfill one of the requirements to finish Diploma III
Educational accomplishment at English Department**

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STATE POLYTECHNIC OF SRIWIJAYA

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FINAL REPORT
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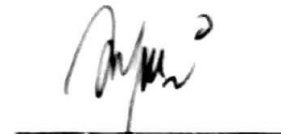
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ABSTRACT
**DESIGNING A VIDEO TO PROMOTE LAKE TELUK SERUO AS A
TOURISM OBJECT IN OGAN ILIR REGENCY**

(Dwitari Juliastika, 2019: 33 pages, 26 figures)

This final report aims to know how to design a video to promote Lake Teluk Seruo as a tourism in Ogan Ilir Regency. The writer used RnD method modified by Sukmadinata. The method consist of *preliminary study*, *model development*, and *product testing and dissemination*. This video can be used as a medium promotion to promote Lake Teluk Seruo as a tourism object in Ogan Ilir Regency. This video can be used as a guidance for tourists to find the information of Lake Teluk Seruo. This video consist of the history of Lake Teluk Seruo, the transportation that can used to reach this tourism object, the entrance fee, and the attraction that Lake Teluk Seruo has.

Keywords: Designing, Video, Lake Teluk Seruo, Promotion.

ABSTRAK

DESIGNING A VIDEO TO PROMOTE LAKE TELUK SERUO AS A TOURISM OBJECT IN OGAN ILIR REGENCY

(Dwitari Juliastika, 2019: 33 halaman, 26 foto)

Laporan akhir ini bertujuan untuk mengetahui bagaimana merancang video untuk mempromosikan Danau Teluk Seruo sebagai pariwisata di Kabupaten Ogan Ilir. Penulis menggunakan metode RnD yang dimodifikasi oleh Sukmadinata. Metode ini terdiri dari studi pendahuluan, pengembangan model, dan pengujian dan diseminasi produk. Video ini dapat digunakan sebagai media promosi untuk mempromosikan Danau Teluk Seruo sebagai objek wisata di Kabupaten Ogan Ilir. Video ini dapat digunakan sebagai panduan bagi wisatawan untuk menemukan informasi Danau Teluk Seruo. Video ini terdiri dari sejarah Danau Teluk Seruo, transportasi yang dapat digunakan untuk mencapai objek wisata ini, biaya masuk, dan objek wisata yang dimiliki Danau Teluk Seruo.

Keywords: Designing, Video, Lake Teluk Seruo, Promotion.

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 a video to promote Lake Teluk Seruo as a tourism object in Ogan Ilir regency*". This report is written to fulfill the requirement 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 usefulness especially for students of English Department.

Palembang, July 2019

The writer

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In this moment, the writer would like to express deep gratitude to Allah SWT that as given blessing in making this final report. The writer also wants to say thank you to all the participants for their advance, valuable guidance during writing this report. The writer would like to thank:

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MOTTO AND DEDICATION

Motto

“I see it, I like it, I want it, I got it”

This final report is dedicated to:

- Me, Myself, and I
- My Anxiety
- My Fear
- My Stress
- My Blood, Tears and Sweat
- My Procrastination and Laziness
- My Effort

TABLE OF CONTENT

ABSTRACT	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
MOTTO AND DEDICATION.....	vii
TABLE OF CONTENT	viii
TABLE OF FIGURE	ix
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Formulation.....	2
1.3 Problem Limitation.....	2
1.4 Purpose.....	3
1.5 Benefit.....	3
CHAPTER II LITERATURE REVIEWS	4
2.1 Tourism.....	4
2.2 Promotion.....	5
2.3 Video.....	6
CHAPTER III RESEARCH METHODOLOGY	6
3.1 Method of Research.....	11
3.2 Place of Research.....	14
3.3 Participants of Research.....	14
3.4 Technique for Analyzing Data	14
CHAPTER IV FINDING AND DISCUSSION	16
4.1 FINDING	16
1. Preliminary Study.....	16
2. Model Development	20
4.2 DISCUSSION	30
CHAPTER V CONCLUSION AND SUGGESTION	32
5.1 CONCLUSION.....	32
5.2 SUGGESTION.....	32
REFERENCE	33

TABLE OF FIGURE

Figure 4. 1 Windows Movie Maker.....	16
Figure 4. 2 Tittle Scene	17
Figure 4. 3 Font Style of The Subtitle	17
Figure 4. 4 Opening Scene	17
Figure 4. 5 Ogan Ilir Statue.....	18
Figure 4. 6 The Information of Transportation	18
Figure 4. 7 The Information of The Entrance Fee.....	19
Figure 4. 8 The Attraction that Lake Teluk Seruo has.....	19
Figure 4. 9 The Closing Scene	20
Figure 4. 10 The Narrator's Voice Volume.....	22
Figure 4. 11 The Music Illustration	23
Figure 4. 12 The Sound of Music Illustration	23
Figure 4. 13 The Information of Lake Teluk Seruo.....	24
Figure 4. 14 The Information of Lake Teluk Seruo.....	24
Figure 4. 15 The Text in the Opening Scene.....	25
Figure 4. 16 The Text in the Opening Scene.....	25
Figure 4. 17 The Text in the Closing Session	26
Figure 4. 18 The Text in the Closing Session	26
Figure 4. 19 The Opening Scene	27
Figure 4. 20 Ogan Ilir Statue.....	27
Figure 4. 21 The Information of Transportation	28
Figure 4. 22 The Information of Entrance Fee	28
Figure 4. 23 The History of Lake Teluk Seruo.....	29
Figure 4. 24 The Shape of Lake Teluk Seruo.....	29
Figure 4. 25 The Attraction that Lake Teluk Seruo has.....	29
Figure 4. 26 The Closing Scene.....	30