

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter presents the conclusion of designing vlog script and also the suggestions.

#### **5.1 Conclusion**

Based on the explanation on the previous chapters, the writer concluded that there are many ways to promote and preserve culinary such as creating book, booklet, receipt book, magazine, video, vlog, and so on. Kinds of media promotion can be categorized into audio, visual, and audio visual. Vlog is kind of promoting media which is combination of audio and visual. Nowadays, video is already become media promotion because its function not only can display something but it also can share information in the vlog. As a promotion media, video can be used to promote traditional foods that rarely knew by the tourist, especially from another country.

The writer prefers to vlog because it can be the best promoting media Vlog cannot be separated by script. Script is an important part of making vlogs. 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 vlog that will be delivered, and good script has four sections; opening,intro,body, and closing. The opening starts with the introduction. Intro starts with the brief explanation about the choice of content that will be delivered in this case the writer's content is the Batak Cuisine. The body must be explained more detail about the information of content in this case are reviewing the food, giving the information about how to cook it and so on. Finally in the closing section, the script must be closed with the expectation that will be gained by creating the script.

There also three elements to make the vlog more interesting ; sounds, lighting, and editing. One of the most important elements of a video is sound. If people can not hear your video, they will not watch it. The lighting for video is much the same as with still photography lighting, natural light is best. Facing the

light makes a pleasing presentation, and to make editing easy, especially when first getting started with vlogging, try recording in small clips and piecing them together during the editing process.

As a promotion media, video can be used to promote traditional foods that rarely knew by the tourist, especially from another country. People are now more switching to cyber media and spending time to stream videos on Youtube, and it was done by the writer to fulfill the right process for designing the video script. In addition, the visualization as promoting media of Batak cuisine in Palembang can be used as promotion media to make people know that there's also another famous foods from different country.

## **5.2 Suggestion**

Based on this final report, the writer has some suggestions. First for the linguistics experts are to give the knowledge more detail about the structure grammar to write a good script. The writer also suggest the students of English Department Sriwijaya state Polytechnic to design a vlog script to promote Batak cuisine in Palembang and to promote other culinary that comes from another country in Palembang.