

**FINAL REPORT**  
**DESIGNING TRAVELING VIDEO SCRIPT TO PROMOTE CURUP  
PANJANG WATERFALL AS A TOURISM DESTINATION IN LAHAT  
SOUTH SUMATERA**



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

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**STATE POLYTECHNIC OF SRIWIJAYA**  
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**APPROVAL SHEET  
FINAL REPORT**

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## **PREFACE**

First of all, the writer would like to express the greatest thanks to Allah SWT for blessing and giving the writers strength, healthy, and guidance in finishing this final report entitled “Designing Traveling Video Script To Promote Curup Panjang Waterfall as a Tourism Destination In Lahat (South Sumatera)”. The purpose of this report to requirement of final report at English Department of Sriwijaya State of Polytechnic.

The writers, would also like to thank all people who had given a support in writing and finishing this Final Report, may it be staffs and students of English Department at State Polytechnic of Sriwijaya, especially for the writer’s advisors who has given much and time to finish this report. The writers also realize that this paper is still far from being perfect, and welcome anycritism and suggestions to make this paper better. Finally, the writer hopes this paper can give the useful information for the readers.

Palembang, July 2019

The writer

## ABSTRACT

### **Designing Traveling Video Script To Promote Curup Panjang Waterfall as a Tourism Destination In Lahat (South Sumatera)**

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(Tria Adinda, 2019 : 44 pages, 9 figures, 4 tables)

This final report studies about designing Traveling Video Script To Promote Curup Panjang Waterfall as a Tourism Destination In Lahat (South Sumatera). The purpose of this research is to find out the design of video about Curup Panjang waterfall especially about content, video design and script. In this final report, the writer used Research and Development Design Method of Sukmadinata (2008). This method was used in order to collect, classify, and describe the process of designing Traveling Video Script to Promote Curup Panjang Waterfall as a Tourism Destination in Lahat (South Sumatera). The technique for collecting the data is interview, documentation, and observation. Then, the analyzing the data were done through descriptive method. The data got after following Research and Development Method of Sukmadinata (2008) by literature review, preliminary study, model development, and final product testing is not done because lack of time, law, and money. Then, in model development the writer asked some experts in limited field testing and wider field testing. Then, in model development the writer asked some experts in limited field testing and wider field testing. In conclusion, there are some revision from the experts' suggestion related to the content, video design, and script of video traveling. The next writers are suggested to find the more relatable experts in video content, video design, and script than the writer found in this report.

***Keywords: Traveling video, script, promote, Curup Panjang waterfall, tourism destination.***

## ABSTRAK

### **Merancang Skrip Video Perjalanan Untuk Mempromosikan Air Terjun Curup Panjang Sebagai Tujuan Wisata Lahat (Sumatera Selatan)**

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(Tria Adinda, 2019 : 44 halaman, 9 gambar, 4 tabel)

Laporan akhir ini membahas tentang merancang atau mendesain skrip video perjalanan untuk mempromosikan air terjun Curup Panjang sebagai tujuan wisata di Lahat (Sumatera Selatan). Tujuan dari penelitian ini adalah untuk mengetahui desain video dan skrip. Dalam laporan akhir ini, penulis menggunakan metode desain penelitian dan pengembangan menurut Sukmadinata (2008). Metode ini digunakan untuk mengumpulkan, mengklarifikasikan, dan mendeskripsikan proses perancangan skrip video perjalanan untuk mempromosikan Air Terjun curup Panjang sebagai tujuan wisata di Lahat (Sumatera Selatan). Teknik pengumpulan data adalah wawancara, dokumentasi, dan observasi. Kemudian, analisis data dilakukan melalui metode deskriptif. Data diperoleh setelah mengikuti metode penelitian dan pengembangan Sukmadinata (2008) dengan tinjauan literatur studi, pendahuluan, pengembangan model dan waktu pengujian produk akhir, hukum dan uang. Kemudian, dalam pengembangan model penulis meminta beberapa ahli dalam pengujian lapangan terbatas dan pengujian lapangan yang lebih luas. Kesimpulannya, ada beberapa konten, desain video dan skrip perjalanan. Penulis selanjutnya akan menemukan ahli yang lebih terkait di bidangnya seperti konten, video desain dan skrip daripada penulis yang ditemukan dalam laporan ini.

***Kata Kunci : Video Perjalanan, Naskah, Promosi, Air Terjun Curup Panjang, Tujuan Wisata.***

## **MOTTO AND DEDICATION**

### ***MOTTO***

“ If you want to be happy, be”

-LEO TOLSTOY-

### ***DEDICATION***

It is dedicated to my beloved parents, Ms. Ermana and Mr. Amnu Khotib. Then, I also dedicated this final report for my lovely brother, Wizal Putra, Efra Mirza and lovely sister is Rica Oktalia. Last, I dedicated this final report for my best friends, Rani, Indah, Meli, Suman, Anton (JENDES Squad) and iwak squad Amik, Ernik, Yediah, Lilis, Dewik and Kopek.

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