WRITING VIDEO SCRIPT ABOUT BLONGSONG CLOTH FOR NATIVE ADVERTISING VIDEO

This Final Report is Written to Fulfill the Requirement for

Final Report Subject in English Department

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PREFACE

First of all, the writer would like to say thanks to Allah SWT, because of the blessing and mercy, writer can finish this final report on time. This final report is written to fulfill the requirement of final report subject in English Department, State Polytechnic of Sriwijaya. The title of this final report is "Writing Video Script about Blongsong Cloth for Native Advertising Video."

The writer realizes that there are so many mistakes and lacks in this final report, because the limitation of writer's experience, ability, and knowledge that the writer has. Therefore, the writer expects the readers can give some comments and suggestions for this final report progress.

At the end, the writer expects that this final report can give benefits and be useful for many people, especially the students of English Department, State Polytechnic of Sriwijaya.

Palembang, July 2019

Writer

MOTTO AND DEDICATION

"... and Allah Loves Those who are Patient." - Q.S. Ali Imran (3): 146.

"I Have Done My Best and Allah will Do The Rest Because Allah Knows the Best" - (Nn)

"Life is Not for Winning, But for Playing Well" – Baron Pierre De Coubertin

This is All Dedicated to:

My Family and Friends

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6. My beloved classmates of 6BB. Thank you for the motivation, great laugh, and moment during studying in English Department.

ABSTRACT

Writing Video Script about Blongsong Cloth for Native Advertising Video

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(Reza Novitasari, 2019: 45 pages, 1 figure, 10 tables).

This final report studies about video script writing with the topic, Blongsong cloth that will be applied in a native advertising video. The purposes of this research are to investigate the rethorical structure of native advertising video and also the processes of writing the video script. In this final report, the writer used Bathia's moves framework as the guideline to arrange the video script content. In the video script, the writer offers new knowledge and information about Blongsong cloth to attract the viewers to buy it. In methodology chapter, the writer used research and development (R&D) method by Sukmadinata (2005). This method used in order to collect, classify, and describe the process in writing the video script about Blongsong cloth. The data were obtained after follow the steps in this method, start from preliminary study, development of the product, and final product testing, but the writer stopped this research until final product testing step, because of limited time, cost, and energy to finish this step. In preliminary study, the writer described the data obtained from the literature study, field survey, and product drafting. In development of the product, the writer asked some experts for their comments and suggestions in limited and wider testing. In conclusion, there are some revision from the experts' comments and suggestions which related to the video script content, linguistic aspects from the video script, and also the script writing.

Keywords: Video Script, Blongsong Cloth, Native Advertising.

ABSTRAK

Menulis Skrip Video tentang Blongsong Cloth untuk *Native Advertising Video*

(Reza Novitasari, 2019: 45 halaman, 1 gambar, 10 tabel).

Laporan akhir ini membahas tentang penulisan skrip video dengan topik, kain Blongsong yang akan diterapkan dalam video iklan asli. Tujuan dari penelitian ini adalah untuk menyelidiki struktur rethorical video iklan asli dan juga proses penulisan skrip video. Dalam laporan akhir ini, penulis menggunakan kerangka Bathia sebagai pedoman untuk mengatur konten skrip video. Dalam skrip video, penulis menawarkan pengetahuan dan informasi baru tentang kain Blongsong untuk menarik perhatian penonton untuk membelinya. Dalam bab metodologi, penulis menggunakan metode penelitian dan pengembangan (R&D) oleh Sukmadinata (2005). Metode ini digunakan untuk mengumpulkan, mengklasifikasikan, dan menggambarkan proses penulisan skrip video tentang kain Blongsong. Data diperoleh setelah mengikuti langkah-langkah dalam metode ini, mulai dari studi pendahuluan, pengembangan produk, dan pengujian produk akhir, tetapi penulis menghentikan penelitian ini sampai langkah pengujian produk akhir, karena keterbatasan waktu, biaya, dan energi untuk menyelesaikan langkah ini. Dalam studi pendahuluan, penulis menggambarkan data yang diperoleh dari studi literatur, survei lapangan, dan penyusunan produk. Dalam pengembangan produk, penulis meminta beberapa ahli untuk memberikan komentar dan saran dalam pengujian terbatas dan lebih luas. Kesimpulannya, ada beberapa revisi dari komentar dan saran para ahli yang terkait dengan konten skrip video, aspek linguistik dari skrip video, dan juga penulisan skrip.

Kata kunci: Video Script, Blongsong Cloth, Native Advertising.

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