

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

There are many ways to preserve and promote a culture from one place such as booklet, book, brochure, magazine, video blogger, video advertising, and so on. Video advertising can be used as a medium to introduce the cultural from one place. Video cannot be separated with script as the important thing in making video. Therefore, the good script has 3 sections, such as opening, body, and closing. The writer used research and development (R&D) by (Sukmadinata, 2005) . This method is divided into three steps, such as preliminary study, development of the product, and final product testing. In the first step, the writer did literature study, field study in order to find the data needed in this research, after that the writer put the data in product drafting step, where the writer started to make a video script draft. There are seven rhetorical structures in writing video script (Bhatia V. K., 1993), they are 1) establishing credentials; 2) introducing the offer; 3) offering incentives; 4) enclosing documents; 5) soliciting response; 6) using pressure tactics; and 7) ending politely. But the writer did not use the fourth step because all information is already in the video. Therefore, the writer used the persuasive language in the script to persuade the viewers. The second step is development of the product, it is divided into two, limited and wider testing. In limited testing, the writer asked three experts to give their comments and suggestion for the video script in three aspects: content, language, and script writing. So that, the writer developed the draft that had been revised, then the writer wrote the final product the wider testing. The writer stopped this research after did wider testing and did not carried out the last step because lack of time, energy, and cost.

5.2 Suggestion

The writer suggests that the tourism government in Palembang should increase the promotion of Blongsong Cloth, improve the facility of Blongsong cloth promoting media. In this sophisticated era, they can use social medias to promote Blongsong cloth by uploading video promotion on YT, publishing the advertisement on FB, IG, or Telegram, and so on. By doing these steps hopefully can make people in Indonesia or abroad know about Blongsong cloth and that is kind of a good way to preserve the cultural heritage.