

**FINAL REPORT**  
**WRITING SCRIPT VIDEO PROMOTION OF CANDI BUMI AYU AS HISTORICAL**  
**TOURISM IN PALI**



**This report is written to fulfill the requirement of final report at English Department**

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**PALEMBANG**

**2019**



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**WRITING SCRIPT VIDEO PROMOTION OF CANDI BUMI AYU AS  
HISTORICAL TOURISM IN PALI**



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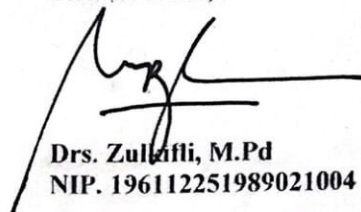
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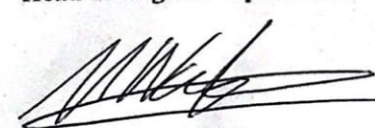
  
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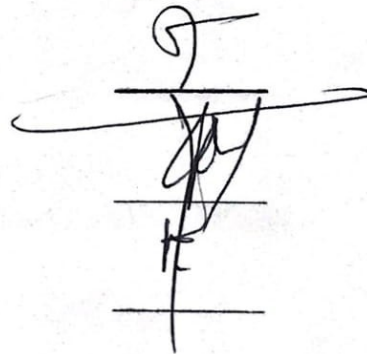
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STATE POLYTECHNIC OF SRIWIJAYA  
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## PREFACE

First of all, the writer would like to convey his gratitude to Allah SWT for the outstanding mercy given to the writer so that the writer could accomplish and finish the final report. This final report was written to fulfill the requirement of final report subject at State Polytechnic of Sriwijaya entitled "*Writing Script Video Promotion of Candi Bumi Ayu as Historical Tourism in PALI*".

The writer considers that there are still some mistakes in writing this report, they were caused by the limitation in experience, ability and knowledge that the writer had. There for, the writer expect the readers would give suggestion and criticism for the final report progress. Finally the writer expect that final report will give advantages and usefulness especially for the student

July, 2019

The Writer

## ABSTRACT (Inggris)

### WRITING SCRIPT VIDEO PROMOTION OF CANDI BUMI AYU AS HISTORICAL TOURISM IN PALI

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(Muhammad Yuspia Salasa, 2019: 33 Pages)

The goal of this research is to develop video of *Candi Bumi Ayu* to promote South Sumatera cultural heritage. This report is used to find a way in exposing the beauty of *Candi Bumi Ayu* by writing script video promotion of *Candi Bumi Ayu* as historical tourism in PALI. The methodology of this research is Research and Development from Sukmadinata (2005). This final report modified and developed the Research and Development method into three steps: Preliminary Study, Model Development, and also Final Product Testing. The problem formulation in this report was formulated into a question: How to write script video promotion of *Candi Bumi Ayu* as historical tourism in PALI. The research instruments used, first Preliminary Study: literature study, field survey, model draft. Second, model development consisted of limited testing and wider testing. Based on the finding, the writer made a video script of *Candi Bumi Ayu* to promote as historical tourism in PALI. It is concluded that the developed video may give knowledge and information to the readers about historical tourism which will be promoted.

**Keywords: Research and Development, Video Script, Historical Tourism**

## **ABSTRACT (Indonesia)**

### **MENULIS NASKAH VIDEO PROMOSI CANDI BUMI AYU SEBAGAI WISATA SEJARAH DI PALI**

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(Muhammad Yuspia Salasa, 2019: 33 Halaman)

Tujuan dari penelitian ini adalah untuk mengembangkan video Candi Bumi Ayu untuk mempromosikan warisan budaya Sumatera Selatan. Laporan ini digunakan untuk menemukan cara mengungkap keindahan Candi Bumi Ayu dengan menulis naskah promosi video dari Candi Bumi Ayu sebagai wisata sejarah di PALI. Metodologi penelitian ini adalah penelitian dan pengembangan dari Sukmadinata (2005). Laporan akhir ini mengubah dan mengembangkan metode penelitian dan pengembangan menjadi tiga langkah: studi pendahuluan, pengembangan model, dan juga pengujian produk akhir. Perumusan masalah dalam laporan ini dirumuskan menjadi sebuah pertanyaan: Bagaimana menulis naskah promosi video Candi Bumi Ayu sebagai wisata sejarah di PALI. Instrumen penelitian yang digunakan, pertama studi Pendahuluan: studi literatur, survei lapangan, model draft. Kedua, pengembangan model terdiri dari pengujian terbatas dan pengujian yang lebih luas. Berdasarkan temuan tersebut, penulis membuat naskah video Candi Bumi Ayu untuk mempromosikan wisata sejarah di PALI. Disimpulkan bahwa video yang dikembangkan dapat memberikan pengetahuan dan informasi kepada para pembaca tentang wisata sejarah yang akan dipromosikan.

**Kata Kunci: Research and Development, Video Script, Historical Tourism**

## **MOTTO AND DEDICATION**

“Today is hard tomorrow will be worse but the day after tomorrow will be sunshine”

“Jack Ma”

This final report dedicated to :

- Allah SWT
- Prophet Muhammad SAW
- My beloved parents
- My beloved brother
- My lecturers in English Department at State Polytechnic of Sriwijaya
- My beloved friends



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