

FINAL REPORT
WRITING VIDEO SCRIPT OF TAHOK TUTOK TO PROMOTE
PRABUMULIH TRADITIONAL FOOD



**This report is written to fulfill the requirement of final report subject at State
Polytechnic of Sriwijaya**

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APOROVAL SHEET
FINAL REPORT
WRITING VIDEO SCRIPT OF TAHOK TUTOK TO PROMOTE
PRABUMULIH TRADITIONAL FOOD



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FINAL REPORT

WRITING VIDEO SCRIPT OF TAHOK TUTOK TO PROMOTE
PRABUMULIH TRADITIONAL FOOD

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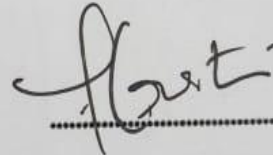
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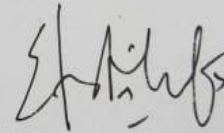
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PREFACE

First of all, the writer would like to thank to Allah SWT and Profet of Muhammad SAW for the mercy that has given to the writer to do this final report. Eventually, this report is written to fulfill the requirement of Diploma III curriculum of State Polytechnic of Sriwijaya. The title of this final report is “Designing Video Script Of Tahok Tutok to Promote Prabumulih Traditional Food.”

The writer would also like to thank all people who have support me in writing and finish this final report, especially for Mr. Drs. Zulkifli, M.Pd and Mrs. Nian Masna Evawati, S.Pd, M.Pd. who have given the writer much advice and time to finish this report.

The writer considers this final report is still far for being perfect, it is caused by the limitation od time, budget, ability and knowledge the writer has to write this report. Therefore, the writer expects the readers can given suggestion and critics for the final report progress.

Palembang, August 2020

The Writer

MOTO AND DEDICATION

Motto:

“Intelligence is not the measurement, but intelligence support all. Be a strong and educated woman”

~AyuPHeriyanto~

This final report is dedicated to:

My Beloved Parents Ayah Heriyanto & Bunda Juliati

My Beloved Brother

My Beloved Taro Hunter

BC Class'17

Covid-19 Generations

English Departments

ABSTRACT

WRITING VIDEO SCRIPT OF TAHOK TUTOK TO PROMOTE PRABUMULIH TRADITIONAL FOOD

(Ayu Putri Herliyanti, 2020: 35 Pages, 1 Pictures)

The goal of this research is to develop video of *Tahok Tutok* in order to promote Prabumulih Traditional Food. This report is used to know How to writing video script of *Tahok Tutok* by designing video script of *Prabumulih Traditional Food*. 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: (1) Preliminary Study, (2) Model Development, and also (3) Final Product Testing. The problem formulation in this report was formulated into a question: How to writing video script of *Tahok Tutok to Promote Prabumulih Traditional Food*. There were four experts chosen using purposive sampling who participated in this research. 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 design video script of *Tahok Tutok* to promote Prabumulih Traditional Food. It is concluded that the developed video may give knowledge and information to the viewers about Tahok Tutok as Prabumulih Traditional Food which will be promoted.

Keywords: Research and Development, Video Script, Tahok Tutok, Traditional Food

ABSTRAK

**MENULIS NASKAH VIDEO TAHOK TUTOK UNTUK
MEMPROMOSIKAN PANGAN TRADISIONAL PRABUMULIH**

(Ayu Putri Herliyanti, 2020: 35 halaman, 1 Gambar)

Tujuan dari penelitian ini adalah mengembangkan video Tahok Tutok dalam rangka mempromosikan Makanan Adat Prabumulih. Laporan ini digunakan untuk mengetahui Cara Penulisan Naskah Video Tahok Tutok dengan Merancang Naskah Video Pangan Adat Prabumulih. Metodologi penelitian ini adalah Research and Development dari Sukmadinata (2005). Laporan akhir ini memodifikasi dan mengembangkan metode Research and Development menjadi tiga tahap yaitu (1) Studi Pendahuluan, (2) Pengembangan Model, dan (3) Pengujian Produk Akhir. Rumusan masalah dalam laporan ini dirumuskan menjadi pertanyaan: Bagaimana Penulisan Naskah Video Tahok Tutok Untuk Mempromosikan Pangan Adat Prabumulih. Ada empat ahli yang dipilih secara purposive sampling yang berpartisipasi dalam penelitian ini. Instrumen penelitian yang digunakan, Studi Pendahuluan pertama: studi literatur, survei lapangan, draf model. Kedua, pengembangan model terdiri dari pengujian terbatas dan pengujian yang lebih luas. Berdasarkan temuan tersebut, penulis membuat desain video script Tahok Tutok untuk mempromosikan Anak Adat Prabumulih. Dapat disimpulkan bahwa video yang dikembangkan dapat memberikan pengetahuan dan informasi kepada penonton tentang Tahok Tutok sebagai Makanan Adat Prabumulih yang akan dipromosikan.

Kata Kunci: Penelitian dan Pengembangan, Video Script, Tahok Tutok, Makanan Tradisional

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3. My advisors, Drs. Zulkifli, M.Pd and Nian Masna Evawati,S.Pd, M.Pd for suggestions, corrections and new knowledge that given to me.
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5. All the experts and the participants who had given much contribution to finish this final report.
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