

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

Based on the previous chapter, the writer concludes that the video can be used to introduce Palembang Bird Park as one of tourism destination in Palembang. Video is considered more interesting than picture and text, because video combines images, sounds and also effects. In this final report the writer used method of research and development modified by Sukmadinata (2015). There are three steps of R&D, they are preliminary study, development of product, and final product testing.

The process of designing a video script of Palembang Bird Park as a tourism destination in Palembang started from preliminary study included literature study such as journal, book, and internet. Then the writer interviewed the admin of Palembang Bird Park to collect more information about Palembang Bird Park. After the writer collected enough information, the writer wrote a script in Bahasa Indonesia that will be used as subtitle, then the writer translated it into English script. This is related with Budijono (2017) that stated in making script, first you have to make the script based on topic you like, then you have to write down everything that you need to talk during the video, make sure that you put detail information about the topic you want to discuss in the video. After you write all the necessary information, it is time to type the script.

There were 2 pages consisting of 921 words in the script. The script are divided into opening, main, and closing session. In the opening, the writer wrote about the information of *Palembang City*. Then for main session, the writer wrote about the detail information of Palembang Bird Park, such as the location, ticket price, the facilities, types of birds, animals, and health protocol. In closing session, the writer showed the interview with the staff of Palembang Bird Park and persuaded people to visit Palembang Bird Park.

The writer has already done limited field testing and wider field testing for

about 1 month. In limited testing, the writer asked script writer to check Bahasa Indonesia script, and the writer also asked expert of linguistics to check the grammar errors in english script. In wider testing, the writer asked a video editor of AP Studio Palembang to check the video. Then after revised some mistakes based on the expert's suggestion in limited testing, the writer asked other experts in wider testing to check the video concept and whole video. After consulting the script and video with all experts, the writer finally got the perfect script and video.

For the final product, the writer uploaded and showed the video to the public by uploaded it in youtube. For final testing, the writer did not do the last step because of the lack of time, budget, and Pandemic COVID-19 situation.

5.2. Suggestions

There are two suggestions in this final report. First, the writer suggests Palembang Bird Park to use the video to promote Palembang Bird Park Internationally because Palembang Bird Park is still unpopular among foreign tourists.

Second, the writer suggests other researchers to create another video script about tourism destination that curenly popular in Palembang in order to promote the popular tourism destination.