

FINAL REPORT
A PROMOTIONAL VIDEO SCRIPT OF PALEMBANG BLONGKET



This Final Report is Written to Fulfill the Requirement for
Final Report Subject in English Department

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PALEMBANG

2020

APPROVAL SHEET
FINAL REPORT
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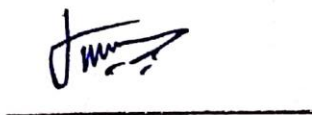
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PREFACE

First of all, the writer would like to say thanks to Allah swt, because of the blessing and mercy, the 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 “A Promotional Video Script of Palembang Blongket.”

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, September 2020

Writer

MOTTO AND DEDICATION

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

This is All Dedicated to:

Allah swt

My Parents

My Sisters and Brother

English Department

State Polytechic of Sriwijaya

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First of all, I would like to express gratitude to Allah swt that has given me that GOD' Mercy, the Grace, and the grand from above, as a result the writer can finish this final report. Aftre that, I would like to express to Prophet Muhammad saw who has brought us from darkness into brightness.

The writer also wants to say thanks to:

1. My beloved mom Susila Riyanti and dad Andi Sakka. Thank you for your support, praying, suggestion, advice, and everything for me.
2. My advisors Dr. Nurul Aryanti, M.Pd. and Moehamad Ridhwan, S.Pd., M.Pd. for their supervision for me during the consultation and support to finish the final report.
3. My beloved sisters Andi Sukmawati and Andi Susanti and also my beloved brother Andi Ramadhan. Thank you for giving me the support and wishes. Then, thank you for always cheering me up when I'm feeling tired.
4. All the experts who help me by giving their comments and suggestions for this final report progress.
5. My classmates of 6 BB. Thank you for the motivation and great laugh during studying in English Department.

ABSTRACT

A Promotional Video Script of Palembang Blongket

(Andi Rahmawati, 2020: 41 pages, 4 charts, 8 tables).

The aim of this research is to know how to write a promotional video script of Palembang Blongket according to Friedman (2006) idea. The methodology of this research is Research and Development by Sukmadinata (2005), they are: (1) Preliminary Study, (2) Field Survey and (3) Final Product Testing. Based on the finding, the writer wrote a promotional video script of Palembang Blongket according to Friedman (2006) idea. The script were created by the writer based on information through website of Griya Kain Tuan Kentang and direct observation to Griya Kain Tuan Kentang outlet. The script had some corrections and suggestions from the experts in limited and wider testing. It is concluded that the steps of writing video script by Sukmadinata (2005) theory combined with Friedman (2006) idea are mutually supporting, so the writer can easily implemented the steps, but the steps consists of seven stages so the writer took long time to rise the idea of paragraph in script development.

Keywords: *Video Script, Blongket, Research and Development.*

ABSTRAK

Naskah Video Promosi Blongket Palembang

(Andi Rahmawati, 2020: 41 halaman, 4 bagan, 8 tabel).

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana penulisan naskah video promosi Blongket Palembang menurut gagasan Friedman (2006). Metodologi yang digunakan dalam penelitian ini adalah Penelitian dan Pengembangan menurut Sukmadinata (2005) yaitu: (1) Studi Pendahuluan, (2) Survei Lapangan dan (3) Pengujian Produk Akhir. Berdasarkan temuan tersebut, penulis membuat naskah video promosi Blongket Palembang menurut gagasan Friedman (2006). Naskah dibuat oleh penulis berdasarkan informasi melalui website Griya Kain Tuan Kentang dan observasi langsung ke outlet Griya Kain Tuan Kentang. Naskah mendapatkan beberapa koreksi dan saran dari para ahli dalam pengujian terbatas dan lebih luas. Dapat disimpulkan bahwa langkah-langkah penulisan naskah video menurut teori Sukmadinata (2005) yang dipadukan dengan gagasan Friedman (2006) saling mendukung, sehingga penulis dapat dengan mudah melaksanakan langkah-langkah tersebut, namun langkah-langkah tersebut terdiri dari tujuh tahapan sehingga penulis membutuhkan waktu yang lama untuk memunculkan ide paragraf dalam pengembangan naskah.

Kata kunci: *Naskah Video, Blongket, Penelitian dan Pengembangan.*

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