

CHAPTER V

CONCLUSION AND SUGGESTION

In this chapter presents the conclusion and suggestion based on the result of the research and development.

5.1 Conclusion

From the explanation in the previous chapters, the writer concludes that there are three steps in writing a promotional video script of Palembang Blongket. The steps written by Friedman (2006) are in line with Research and Development by Sukmadinata (2005). The first step is Preliminary Study can be cooperated with the idea research and investigation, concept, treatment and first draft. The second step is model development conducted with revision. The writer did limited testing to make product developed of script development by Friedman. The ideas are background. There were three aspects tested by three experts in limited testing. The aspects were about the content of video script, language and script writing. Then, the writer revised the video script. After that, the writer did wider testing. The writer asked the comments and suggestions from four experts about content of script, language, script writing and video. Thus, the writer wrote the final product from the wider testing. The writer stopped this research after doing wider testing and did not carry out the last step because of the lack of time, energy, and cost.

There were some advantages and disadvantages of the steps. The advantages such as, the steps are relevant, so the writer easily implemented steps that will be done. The steps easily enforced because when the writer wrote the script, the writer more understood in developing the script. The writer also found disadvantages when implemented the steps. The step are consist of seven stages, so the writer took long time and difficult to rise the idea of paragraph in script development.

5.2 Suggestion

The writer suggests that Palembang government increases the promotion of Blongket, and improve the facility of promoting Blongket because in this information and technology era, social media can be used to promote Blongket by uploading or showing the video promotion with a script on Youtube, and publishing the video with a script on Instagram, Facebook and so on. By doing these steps hopefully people in Indonesia or abroad know Blongket better.