

FINAL REPORT
WRITING VIDEO SCRIPT ABOUT TAMAN BUKIT SIGUNTANG AS
A TOURIST DESTINATION IN PALEMBANG



**This final report is written to fulfill the requirements to finish Diploma III
Educational at English Department**

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STATE POLYTECHNIC OF SRIWIJAYA
ENGLISH DEPARTMENT
PALEMBANG

2020

APPROVAL SHEET
WRITING VIDEO SCRIPT ABOUT TAMAN BUKIT SIGUNTANG AS
A TOURIST DESTINATION IN PALEMBANG



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Final Report

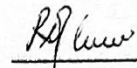
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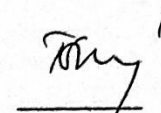
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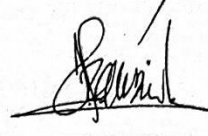
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PREFACE

First of all, the writer would like to say thanks to Allah SWT, because of the blessing and mercy, 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 “Writing Video Script about Taman Bukit Siguntang as a Tourist Destination in Palembang.”

The writer realizes that there are so many mistakes and lacks in this final report, because the limitation of writers 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, August 2020

The Writer

ABSTRACT

Writing Video Script about Taman Bukit Siguntang as a Tourist Destination in Palembang

(Yopi Wijaya, 2020 : i-ix + 44 pages, 2 figures, 4 tables).

This final report studies about video script writing with the topic, Taman Bukit Siguntang that will be applied in video. The purposes of this research was to investigate the writing script processes by providing information and knowledge about Taman Bukit Siguntang. In this final report, the writer used AIDA model for advertising as the guideline to arrange the video script content in model draft. In the video script, the writer offers information and knowledge about Taman Bukit Siguntang to attract the viewers to visit it. In methodology chapter, the writer used research and development (R&D) method by Sukmadinata (2005). This method used in order to collect, classify, and describe the process in writing the video script about Taman Bukit Siguntang. The data were obtained after follow the steps in this method, start from preliminary study, development of the product, and final product testing, but the writer stopped this research until final product testing step, because of limited time, cost, and energy to finish this step. In preliminary study, the writer described the data obtained from the literature study, field survey, and product drafting. In development of the product, the writer asked some experts for their comments and suggestions in limited and wider testing. In conclusion, there are some revision from the experts comments and suggestions which related to the video script content, linguistic aspects from the video script, and also the script writing.

Keywords: Writing, Video Script, Taman Bukit Siguntang, AIDA Model.

ABSTRAK

Writing Video Script about Taman Bukit Siguntang as a Tourist Destination in Palembang

(Yopi Wijaya, 2020 : i-ix + 44 halaman, 2 gambar, 7 table).

Laporan akhir ini membahas tentang penulisan skrip video dengan topik, Taman Bukit Siguntang yang akan diterapkan dalam video. Tujuan dari penelitian ini adalah untuk menyelidiki proses penulisan naskah dengan memberikan informasi dan pengetahuan tentang Taman Bukit Siguntang. Dalam laporan akhir ini, penulis menggunakan model AIDA untuk periklanan sebagai pedoman untuk menyusun konten skrip video dalam rancangan model. Dalam skrip video, penulis menawarkan informasi dan pengetahuan tentang Taman Bukit Siguntang untuk menarik perhatian penonton untuk mengunjunginya. Dalam bab metodologi, penulis menggunakan metode penelitian dan pengembangan (R&D) oleh Sukmadinata (2005). Metode ini digunakan untuk mengumpulkan, mengklasifikasikan, dan menggambarkan proses penulisan skrip video tentang Taman Bukit Siguntang. Data diperoleh setelah mengikuti langkah-langkah dalam metode ini, mulai dari studi pendahuluan, pengembangan produk, dan pengujian produk akhir, tetapi penulis menghentikan penelitian ini hingga langkah pengujian produk akhir, karena keterbatasan waktu, biaya, dan energi untuk menyelesaikan langkah ini. Dalam studi pendahuluan, penulis menggambarkan data yang diperoleh dari studi literatur, survei lapangan, dan penyusunan produk. Dalam pengembangan produk, penulis meminta beberapa ahli untuk memberikan komentar dan saran dalam pengujian terbatas dan lebih luas. Kesimpulannya, ada beberapa revisi dari komentar dan saran para ahli yang terkait dengan konten skrip video, aspek linguistik dari skrip video, dan juga penulisan skrip.

Kata kunci: Writing, Video Script, Taman Bukit Siguntang, AIDA Model.

MOTTO AND DEDICATION

MOTTO

*“Focus on your goals. Starting with confidence, running with sincerity,
finishing with happiness.”*

DEDICATION

I dedicated this final report to:

My beloved parents,

My beloved advisors,

My beloved friends,

and

My beloved major, English Department State Polytechnic of Sriwijaya.

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In this occasion, the writer would like to say the deepest gratitude to all participants for their help, advice, support and knowledge for the writer in writing this final report. They are:

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Palembang, August 2020

The Writer

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