

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter presents the conclusion and suggestion of this final report.

5.1 Conclusion

The writer concluded that in writing a video script about Taman Bukit Siguntang, the writer used steps of research and development modification. The steps are preliminary study, development of the product, and final product testing. The writer did the steps to get a good result in writing the script. In the Preliminary study the writer followed the three procedures in this step. First, literature study, the writer collected the data and information about script writing, AIDA model, and Taman Bukit Siguntang from articles, books, journals, and videos. Second, field study, the writer did an interview and observation in Taman Bukit Siguntang in order to collect the data needed in the model draft of the product. Third, Model draft, the writer put the data in the product drafting step using AIDA Model, which consists of four stages of writing the script (Attention, Interest, Desire, Action). In Development of product, the writer has already done limited testing and wider testing to make the script developed. In limited testing, the writer asked experts to give their comment, suggestion, and correction in three aspects: content, script writing, and linguistics. Then, the writer revised some mistakes based on the expert's comment, suggestion, and correction. In wider testing, the experts gave comment, suggestion, and correction about the script and gave the product to three people who like watching tourism videos on YouTube to get their opinion, comment, and suggestion about the product. The last step is Final product testing, because of lack of time, energy, and cost, the writer did not do this last step.

As the result, the script that has been revised in the wider testing became a final script product of the research and the writer applied the revised script to the video about Taman Bukit Siguntang, English script as voice over and Indonesian script as subtitle of the video and it was uploaded the video to YouTube.

5.2 Suggestions

1. For tourism sector
 - a. This video script can be used as an information medium about Taman Bukit Siguntang as tourist destination in Palembang to attract tourist to come to Palembang city because tourist destinations is an asset of our city
2. For future researchers
 - a. Future researchers can improve this research to be further developed, especially regarding research development and carry out all the research methods.
 - b. Future researchers are expected to study more sources, references and more preparations related to research.
 - c. The writer suggests other students to continue developing new ideas in writing final report about Palembang tourist destinations.