

FINAL REPORT

**DESIGNING A VIDEO TO PROMOTE THE DURIAN TRADITIONAL
MARKET AS A CULINARY TOURISM DESTINATION IN
PALEMBANG**



**This report is written to fulfil the requirement of Diploma Graduation
English Department at State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2020

APPROVAL SHEET

**Designing a Video to Promote The Durian Traditional Market as a
Culinary Tourism Destination in Palembang**



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Palembang, August 2020

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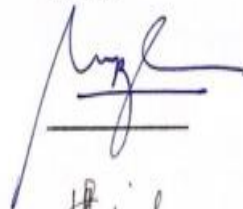
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Signature

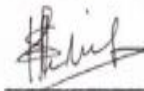
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PREFACE

First of all, the writer would like to thank Allah SWT for giving the opportunities, blessing and health to finish this final report. The title of this final report is “Designing a Video to Promote the Durian Traditional Market as a Culinary Tourism Destination in Palembang”. This report is written to fulfil the requirement of Final Report Subject at State Polytechnic of Sriwijaya. The writer realizes that there are many mistakes in writing this report, it is caused by the limitation in abilities and knowledge the writer has. Therefore, the writer expects the readers to give suggestion and criticism for the improvement of this final report in the future. Finally the writer expects that this report can give advantages and usefulness especially for students of English Department.

Palembang, August 2020

The Writer

ACKNOWLEDGEMENT

The writer would like to thank to Allah SWT for the mercy that has been given to the writer in finishing this final report on time. The purpose of writing this final report which the title “Designing a Video to Promote the Durian Traditional Market as a Culinary Tourism Destination in Palembang” to fulfill one of the requirements for Diploma III English Department at State Polytechnic of Sriwijaya. The writer report success in completing this final report to not be separated from the support, guidance, and direction of the various parties. In this occasion, the writer would like to thank to:

1. Allah SWT & The Prophet Muhammad SAW
2. My beloved parents and family who always pray and support me.
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4. Mrs. Dra. Evi Agustina, M.Pd and Mrs. Munaja Rahma, S.Pd.,M.Pd as my beloved advisors for all the guidance, advise, help, and support in finishing this final report. Thanks for your patients.
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14. Big thanks to my ex because of u too I became excited to finish my Final Report.

Finally, the writer hopes this masterpiece can give advantages for the readers, government and institution. However, any suggestion and critics are very important to make this final report to be a better report.

ABSTRAK

MOTTO AND DEDICATION

**“Just because people are unkind to you
doesn’t mean you have to be unkind back.
That’s how the world changes – one brave
person like you being kind!”**

This Final Report is dedicated to:

My Beloved Parents

Student in Polytechnic of Sriwijaya

Fira Fitri Alviony

ABSTRACT

DESIGNING A VIDEO TO PROMOTE DURIAN TRADITIONAL MARKET AS A CULINARY TOURISM DESTINATION IN PALEMBANG

(Fira FitriAlfioni, 2020: 42 Pages, 28 Figures, 2 Table)

This final report aims to know how to design a video to promote Durian Traditional Market as a culinary tourism destination in Palembang. The writer used R&D method modified by Sukmadinata. This method consists of three steps, there are (1) Preliminary Study, (2) Model Development, (3) Model Testing and Dissemination. The video can be used as a medium to promote Durian Traditional Market as a culinary tourism destination in Palembang. The video can be used as a guideline for tourists to find the information about Durian Traditional Market. This video consists of the explanation about the Durian Traditional Market, the price of durian, transportation that can be used in durian traditional market.

Keywords: Designing, Video, Durian Traditional Market, Promotion.

ABSTRAK

PERANCANGAN VIDEO PROMOSI PASAR TRADISIONAL DURIAN SEBAGAI TUJUAN WISATA KULINER DI PALEMBANG

(Fira FitriAlfioni, 2020: 42 Halaman, 28 Figures, 2 Tabel)

Laporan tugas akhir ini bertujuan untuk mengetahui bagaimana merancang video untuk mempromosikan Pasar Tradisional Durian sebagai salah satu tujuan wisata kuliner di Palembang. Penulis menggunakan metode R&D yang dimodifikasi oleh Sukmadinata. Metode ini terdiri dari tiga tahap yaitu (1) Studi Pendahuluan, (2) Pengembangan Model, (3) Pengujian dan Diseminasi Model. Video tersebut dapat digunakan sebagai media untuk mempromosikan Pasar Tradisional Durian sebagai destinasi wisata kuliner di Palembang. Video tersebut dapat digunakan sebagai pedoman bagi wisatawan untuk mencari informasi tentang Pasar Tradisional Durian. Video ini berisi tentang penjelasan tentang Pasar Tradisional Durian, Harga durian, alat transportasi yang dapat digunakan di Pasar Tradisional durian.

Keywords: Designing, Video, Durian Traditional Market, Promotion.

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