FINAL REPORT

THE VIDEO COPYWRITING OF PALEMBANG BREAKFAST VARIETY

This is written to fulfill one of the requirements to finish Diploma III Educational accomplishment at English Department

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PREFACE

First of all, the writer would like to thank Allah SWT for giving the opportunities, blessing, and healthy to finish this final report. The title of this report is “The Video Copywriting of Palembang Breakfast Variety”. This report is written to fulfill the requirement of Final Report Subject at Polytechnic of Sriwijaya.

The Writer realize that there were many mistakes the writing this report, it is caused by the limitation in abilities and knowledge the writer has. Therefore, the writer expects the readers can give suggestion and criticism for the improvement of the 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

ABSTRACT

THE VIDEO COPYWRITINNG OF PALEMBANG BREAKFAST VARIETY

(Bagus Hardijudanto, 2020: Pages 34, Figure 16, Tables 5)

This Final Report aims to know how to the video copywriting of Palembang breakfast variety. The writer used the R&D method modified by Sukmadinata. This method consists of three steps, they were (1) Preliminary Study, (2) Model Development, (3) Final Product Testing. The video can use as a medium to promote Palembang breakfast variety. The video can use a guideline to find the information about Palembang breakfast. This video consists of the information breakfasts Palembang, prices of breakfast Palembang.

Keywords: Video, Copywriting, Breakfast Palembang, Promotion

MOTTO AND DEDICATION

Motto

“Once you know what failure feels like, determination chases success”

This final report is dedicated to….

My Parents, Suharto and Lestari

My Brother and Sister, Nur Annisa Suci Lestari, Maritsa Izati Suharto, Muhammad Izzudin Rafif, Muhammad Immaduddin Matiin.

My Lecturer in English Department, State Polytechnic of Sriwijaya.

My Beloved Friends, Aldy Wawo, Rendang A.K.A Renaldi, Jipang, Ju Kyung, Dorce, Rini, Zasyu.

The Writer

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