

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the explanation above, the writer concludes that the video can be used as a medium for the video copywriting of Palembang breakfast variety. The video can be used as a guideline for those of you to find the information about breakfast in Palembang. The video consists of information about breakfast such as the history of breakfast Palembang, the prices, and others information that you can get in the video. The writer did a literature study field study in order to find the data needed in this research, after that, the writer put the data in product drafting the video content and used the AIDA formula to arranged the video copywriting.

The writer has already done limited tasting and wider tasting to made the video copywriting develop. In limited testing, the writer asked some experts to give their comments and suggestions. The quality of the video format is HDV with duration about 4 minutes and 31 seconds. The writer used Adobe Premiere as video editing software. In the information delivered in English Orally and the texts was displayed on the video in Bahasa Indonesia. As a result, the writer applied the video copywriting and uploaded the video about Menumbing Hill Through Youtube.

5.2 Suggestion

Based on the conclusion above, the writer would like to give some suggestion that should doing promotion through other media to attracts the tourist. The tourism office in should Palembang should take a role in developing this tourism object to make it more popular in Palembang and other cities.