FINAL REPORT

DESIGNING A DOCUMENTARY VIDEO SCRIPT OF COFFEE PAGAR ALAM



This final report is written to fulfill one of requirements to finish Diploma III

Educational accomplishment at English Department

By:

ELLEN RURI SALFARIANI 061730901298

STATE POLYTECHNIC OF SRIWIJAYA
PALEMBANG
2020

PREFACE

First of all, the writer would like to thank Allah swt for the blessing so the writer could finish the final report on time. The writer is very grateful can accomplish the requirement of making the final report entitled "Designing a Documentary Video Script of Coffee Pagar Alam" to fill the needs of English Department Diploma III curriculum of State Polytechnic of Sriwijaya.

The writer would also like to thank all people who have given support in writing and finishing this final report, may it be family, lecturers and all friends in English Department at State Polytechnic of Sriwijaya, especially for Mr. Yusri and Mrs. Munaja Rahma who has given much advice and time to finish this report. The writer would also like to thank the interviewees who let the writer knows about all the information and data related to the report.

Finally, the writer realizes that there are still many drawbacks in writing this report. Therefore, constructive criticisms and suggestions are expected. The writer expect that this report can give the benefits to other people who might need the information.

Palembang, August 2020

The writer

ACKNOWLEDGEMENT

In this moment, the writer would like to express deep gratitude to the people for their advices. In this chance, the writer would like to thank to:

- 1. Allah swt for blessing the writer and provide a health to finish this final report.
- 2. My beloved parents, brothers, and big families who always give support, pray, and motivation.
- 3. Mr. Dr. Yusri, S.Pd., M.Pd. as the First Advisor, and Mrs. Munaja Rahma, S.Pd., M.Pd. as the Second Advisor, thank you for the patience, corrections, suggestions, generosity and valuable guidance during the consultation to make this final report complete.
- 4. All of lecturers and staffs of English Department who has given support and suggestions.
- 5. Mr. Ujang Syahriza as the Master Trainer Coffee of South Sumatera who has given the information about Coffee Pagar Alam and also has given me enthusiasm to finish my final report regarding Coffee Pagar Alam.
- 6. The interviewee who have given information and data, support, and suggestions.
- 7. My Asrama girls, they are Adelya Octavyanty, Angeli Indah Putri, Chorah Kirana Arpala, Dewi Ayu Lestari, and Fira Fitri Alviony. Thank you for always support me, thank you for being a mood booster when I'm stressed out about the deadline of this final report.
- 8. My beloved sister, Rahmania Anggraini. Thank you for always supporting me to do the final report, always reminding me every day every minutes to do revision. Thank you for all the assistance that was given from the beginning of this report until the day of the trial.
- 9. Dear Licya Tiara Namyra, thank you for always being by my side. Thank you for always listening to my complaints without caring about the time. Thank

- you for always encouraging me and believing that I can get through all this. I love you more than I can say!!!
- 10. All of my friends in English Department of State Polytechnic Sriwijaya especially my friends in 6 BC class who always give support to finish this final report. And also thank you for 3 years, see you later!

Finally, the writer would like to thank to all parties that cannot be expressed one-by-one, who helped and gave contribution directly and indirectly for the writer during writing this final report.

MOTTO AND DEDICATION

"CRYING CAN MAKE YOU RELIEVED, BUT DOESN'T MAKE YOUR PROBLEM FINISHED"

This final report is dedicated to:

- My Mother and My Father
- My Brother and My Sister
- My Big Family
- My Friends

ABSTRACT

DESIGNING A DOCUMENTARY VIDEO SCRIPT OF COFFEE

PAGAR ALAM

(Ellen Ruri Salfariani, 2020: 64 Pages)

This final report is entitled "Designing a Documentary Video Script of Coffee Pagar Alam". The aims of this report are to described and give information to the public about Coffee Pagar Alam. The method of this research was Research and Development method. The research techniques for collecting the data were observation, documentation and interview. In this research, theretwo experts of linguist, and two experts of video. Based on the result of this research, that video is one of the promotion media that can promote about Coffee Pagar Alam, because everyone can easily got the information and viewed in online site like YouTube.

Keywords: Documentary, Video Script, Coffee Pagar Alam

ABSTRAK

MERANCANG NASKAH VIDEO DOKUMENTER TENTANG KOPI PAGAR ALAM

(Ellen Ruri Salfariani, 2020: 64 Halaman)

Laporan akhir ini berjudul "Merancang Naskah Video Dokumenter tentang Kopi Pagar Alam". Tujuan dari laporan ini adalah untuk mendeskripsikan dan memberikan informasi kepada publik tentang Kopi Pagar Alam. Metode penelitian ini adalah metode Penelitian dan Pengembangan. Teknik penelitian untuk mengumpulkan data adalah observasi, dokumentasi dan wawancara. Dalam penelitian ini, ada dua ahli ahli bahasa, dan dua ahli video. Berdasarkan hasil penelitian ini, bahwa video adalah salah satu media promosi yang dapat mempromosikan tentang Kopi Pagar Alam, karena semua orang dapat dengan mudah mendapatkan informasi dan dilihat di situs online seperti YouTube.

Kata Kunci: Dokumentasi, Skrip Video, Kopi Pagar Alam

TABLE OF CONTENT

TITLE SHEET	i
APPROVAL SHEET	ii
PREFACE	iii
ACKNOWLEDGEMENT	iv
MOTTO AND DEDICATION	vi
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENT	x
LIST OF FIGURE	xii
LIST OF TABLE	xiii
CHAPTER I	Error! Bookmark not defined.
INTRODUCTION	Error! Bookmark not defined.
1.1 Background	Error! Bookmark not defined.
1.2. Problem Formulation	Error! Bookmark not defined.
1.3. Limitations	Error! Bookmark not defined.
1.4. Purpose	Error! Bookmark not defined.
1.5. Benefits	Error! Bookmark not defined.
CHAPTER II	Error! Bookmark not defined.
LITERATURE REVIEW	Error! Bookmark not defined.
2.1. Definition of Coffee	Error! Bookmark not defined.
2.1.1. Types of Coffee	Error! Bookmark not defined.
2.1.2. Benefits of Coffee According to R defined.	tesearch: Error! Bookmark not
2.2. Definition of Design	Error! Bookmark not defined.
2.2.1. Principles of Designing Document defined.	tary Video ScriptError! Bookmark not
2.3. Documentary Video	Error! Bookmark not defined.
2.3.1. Elements Documentary	Error! Bookmark not defined.

2.4. Video	Error! Bookmark not defined.
2.5. Script	Error! Bookmark not defined.
2.6. Definition of AIDA	Error! Bookmark not defined.
2.7. Technology of Promotion	Error! Bookmark not defined.
2.7.1. YouTube	Error! Bookmark not defined.
CHAPTER III	Error! Bookmark not defined.
METHODOLOGY	Error! Bookmark not defined.
3.1. Research Methods	Error! Bookmark not defined.
3.2. Place of Research	Error! Bookmark not defined.
3.3. Technique of Collecting Data	Error! Bookmark not defined.
3.4. Research Instrumen	Error! Bookmark not defined.
3.5. Technique of analyzing Data	Error! Bookmark not defined.
CHAPTER IV	Error! Bookmark not defined.
FINDINGS & DISCUSSIONS	Error! Bookmark not defined.
4.1. Findings	Error! Bookmark not defined.
4.1.1. Preliminary Study	Error! Bookmark not defined.
4.1.2 Model Development	Error! Bookmark not defined.
4.1.3 Final Product Testing	Error! Bookmark not defined.
4.2. Discussion	Error! Bookmark not defined.
CONCLUSIONS & SUGGESTIONS	Error! Bookmark not defined.
5.1. Conclusions	Error! Bookmark not defined.
5.2. Suggestions	Error! Bookmark not defined.
REFERENCES	Error! Rookmark not defined

LIST OF FIGURE

Figure 2.1 Chart	16
Figure 2.2 Chart	16
Figure 4.1 Microsoft Word 2007	23
Figure 4.2 Adobe Premiere 2018	_23
Figure 4.3 Before Revision	27
Figure 4.4 After Revision	27
Figure 4.5 The Opening Scene	35
Figure 4.6 The First Step is Processing to Pick Coffee	35
Figure 4.7 The Second Step is Wash the Coffee Bean	36
Figure 4.8 The Third Step is Drying the Coffee Beans	36
Figure 4.9 The Fourth Step is Grinding the Coffee Beans	37
Figure 4.10 The Fifth Step is sorted the Coffee Beans	37
Figure 4.11 The Sixth Step is Re-drying the Coffee Beans	38
Figure 4.12 The Seventh Step is Roasting the Coffee Beans	38
Figure 4.13 The Eighth Step is Ground the Coffee Beans	_39
Figure 4.14 The Final Step is Packaging the Coffee Grounds	39
Figure 4.15 The Closing Scene	40
Figure 4.16 Credit Title	40

LIST OF TABLE

Table 4.1 Revision of Script	24
Table 4.2 Revision of Script	28
Table 4.3 Table of Attention	31
Table 4.4 Table of Interest	31
Table 4.5 Table of Desire	32
Table 4.6 Table of Action	34