

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

From the explanation in the previous chapters, the writer concludes that there are three steps in writing a promotional video script of Tenun Songket Dance. The steps written by Friedman (2006) are in line with Research and Development by Sukmadinata (2005). The first step is Preliminary Study can be cooperated with the idea research and investigation, concept, treatment and first draft. The second step is model development conducted with revision. The writer did limited testing to make product developed of script development by Friedman. The ideas are background. There were three aspects tested by three experts in limited testing. The aspects were about the content of video script, language and script writing. Then, the writer revised the video script. After that, the writer did wider testing. The writer asked the comments and suggestions from four experts about content of script, language, script writing and video. Thus, the writer wrote the final product from the wider testing. The writer stopped this research after doing wider testing and did not carry out the last step because of the lack of time, energy, and cost.

There were some advantages and disadvantages of the steps. The advantages such as, the steps are relevant, so the writer easily implemented steps that will be done. The steps easily enforced because when the writer wrote the script, the writer more understood in developing the script. The writer also found disadvantages when implemented the steps. The step are consist of seven stages, so the writer took long time and difficult to rise the idea of paragraph in script development.

#### **5.2 Suggestion**

The writer suggests for Palembang Tourism Office and Palembang Culture Office to present this dance more often at an event in Palembang to introduce this

dance to the entire community. Then, the writer also suggests to Palembang Cultural Office to provide a book about all Palembang dances including Tenun Songket Dance. For dance studio, the writer suggests to introduce and offer Tenun Songket Dance when there is a dance request from the client.

Furthermore, the writer suggests for people who want to make a promotion video of Tenun Songket Dance, to add narration for the video because one of interests in a promotional video is the narration of the video.