

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter present about the conclusion and suggestion of this final report.

5.1 Conclusion

From the explanation in the previous chapters, the writer concludes that there are three steps in writing video script to endorse *Ikan Segarurung* as traditional food of Penukal Abab Lematang Ilir Regency. The steps written by Lydia Cockerham (2016) are in line with Research and Development by Sukmadinata (2005). The first step is Preliminary Study that was implemented into Lydia Cockerham (2016) idea. These are Write a Video Brief Script, Turn Message Into a Story, Speak in Language That Audiences Understand, And Keep it Short and Sweet. The second step is Model Development that was implemented into Lydia Cockerham (2016) idea. The writer did limited testing to make product developed. There were some aspects tasted by two experts in limited testing. The aspects were about the content video of scripts, grammatical errors and miss type. Then, the writer revised the video script. After that, the writer did wider testing. The writer asked the comments and suggestions from the expert about the content of script to improve the video script. The last step is Final product testing. This is the last stage of research and development modification steps, it is consist of pre-testing, revision and dissemination. Unfortunately, the writer will not do the pre-testing, revision and dissemination steps because of the lack of cost, time, skill and legality.

There are some advantages and disadvantages of these steps. The advantage is that the steps are relevant, so the writer can implement it and the writer understands better in making a video script. The writer also found disadvantage when implementing these steps. The disadvantage is that the writer

must understand each step that will be implemented one by one. So that the writer takes a long time in making an informative video script.

5.2 Suggestion

The writer suggest to future researchers in the application seven simple steps in writing video script by Lydia Cockerham (2016) is understand the meaning of each steps from Lydia Cockerham (2016). So that in the process of writing video script will be easier to implement. After that, the writer suggest to the next researcher is to write a video script about other traditional foods besides *Ikan Segarurung*, so that traditional food from Penukal Abab Lematang Ilir Regency will be more popular in Indonesia.