

FINAL REPORT
THE VIDEO COPYWRITING OF TELOK UKAN AS A TRADITIONAL
FOOD IN PALEMBANG



This report is written to fulfill the requirement of final report subject at State
Polytechnic of Sriwijaya

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STATE POLYTECHNIC OF SRWIJAYA
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APPROVAL SHEET
THE VIDEO COPYWRITING OF TELOK UKAN AS A TRADITIONAL
FOOD IN PALEMBANG



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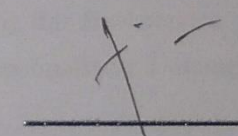
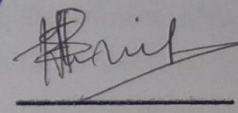
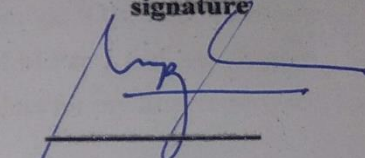
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MOTTO AND DEDICATION

"Patience is really hard because the prize is happiness. If it's easy, the prize is a fan."

"Just listen, smile and agree. Then do whatever you really want to do from the start."

~Robert Downey Jr~

"Being a pessimistic person turns out to be good. The choice is I am right in what I think or I get a pleasant surprise. "

This report is dedicated to:

1. My Mother and lovely Brothers who always support emotionally and materially. Without their support, the writer is nothing.
2. My lovely friends who always support and help the writer to finish the report.

ABSTRACT

THE VIDEO COPYWRITING OF TELOK UKAN AS A TRADITIONAL FOOD IN PALEMBANG

(Nadila Ramadhoni, 2020 : 48 pages, 1 tables, 21 figures)

This research aims at writing a video copywriting of Telok Ukan as a Traditional Food in Palembang. This research uses a development research method by Sugiyono. The problem is how to write a video copywriting of Telok Ukan as a Traditional Food in Palembang. The research instruments used are potential and problems, collecting the information, design product, design validation, design improvements, product trial, product revisions, test the use of the product, product revisions, and manufacture of mass product. Based on the finding, the writer made a video copywriting of Telok Ukan to promote Telok Ukan as a Traditional Food in Palembang. The conclusion and suggestion of this video copywriting will be a reading material that can give the knowledge all of citizens in Palembang about Telok Ukan

Keywords: Video, Copywriting, Telok Ukan

PREFACE

First of all the writer would like to thank Allah Azza wa Jalla for His blessings so that the writer could complete this report and the product. Thanks are also given to those who helping the writer on writing this report, collecting the data and making the product.

This report provides information about the research into how to write a video copywriting of Telok Ukan as a Traditional Food in Palembang. The writer had conducted the research during the Covid-19 pandemic. Because of the many challenging steps, the writer realizes that there are probably many mistakes in writing this report. Therefore, suggestions and critics are welcome for improvement for future writing. Finally, the writer sincerely expects that this report could provide benefits for the readers, especially for the students of English Department.

Palembang, August 2020

The writer

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