

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the conclusion and suggestion of this final report about The Video Copywriting of Telok Ukan as a Traditional Food in Palembang.

5.1 Conclusion

In this report, the writer made a video copywriting of Telok Ukan as a traditional food in Palembang.

In making the product, the writer used the method of Sugiyono (2013). The process to make a product, the writer have 10 steps to make a product. There 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. In writing a video copywriting of Telok Ukan the writer use method of AIDA (Attention, Interest, Desire, Action). The writer got many information from internet, observation, and interview to person who sells Telok Ukan. After collecting the information the writer start to write a script to make a video copywriting of Telok Ukan as a traditional food in Palembang. Then the writer give to expert so the writer get some corrections in script. After that the writer put script into a video. The writer used Vegas Pro 13 as the video editing software. The writer give a video to expert video editor to get some critics and suggestion to make a good a product. The writer revised the product to have a manufacture of mass product.

5.2 Suggestion

Based on the result of write the video copywriting of telok Ukan as a traditional food in Palembang that has been done, the writer would like to give some suggestions such as Palembang citizens must be able to protect all traditional Palembang foods especially Telok Ukan, so that they do not become extinct and can preserve traditional foods to the visitors who come to Palembang.

