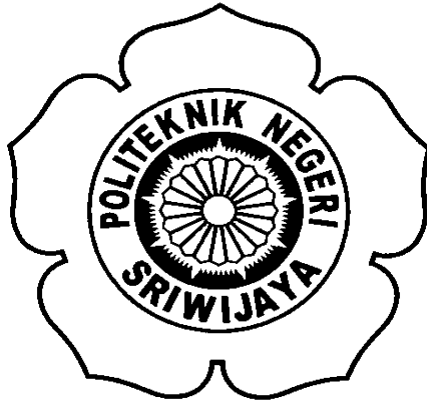


FINAL REPORT

**Designing a Video to Promote Pineapple Cake as the Typical Food from
Prabumulih Palembang**



**This final report is written to fulfill one of the requirements for Diploma III
Educational accomplishment at English Department**

By:

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**ENGLISH DEPARTMENT
POLYTECHNIC STATE OF SRIWIJAYA**

2020

APPROVAL SHEET

**Designing a Video to Promote Pineapple Cake as the Typical Food from
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ABSTRACT

DESIGNING A VIDEO TO PROMOTE PINEAPPLE CAKE AS THE TYPICAL FOOD FROM PRABUMULIH PALEMBANG

(Muhammad Syukur Aji Pangestu, 2020: 31 Pages)

The purpose of this final report is how to design a video to promote Pineapple Cake as the typical food from Prabumulih Palembang, the writer used the modification of Research and Development Method from Sukmadinata (2005). Using three main steps in Research and Development Method: preliminary study, model development, and final product testing. The writer collected the data by conducting observation and interview. After that, the writer tells about how to make the promotional video. The writer also asked the experts opinionon about the language aspect and content of a video and subtitle.

Keywords: Promotion, Video, Pineapple Cake, Prabumulih, Palembang, Research and Development

PREFACE

First of all, the writer would like to express the greatest thanks to Allah SWT for blessing and giving the writers healthy, and guidance in finishing this final report entitled **“Designing a Video to Promote Pineapple Cake as the Typical Food from Prabumulih Palembang”**. The purpose of this report to requirement of this final report at English Department of Sriwijaya State of Polytechnic.

The writers would also like to thank to all people who had given a support in writing and finishing this final report, may it be staffs and students of English who has given much and time to finish this report. The writers also realize that this make this paper better. Finally, the writer hopes this paper can give the useful information for the readers.

Palembang, August 2020

The Writer

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MOTTO AND DEDICATION

"bangkit dari kegelapan memang sedikit berat, tapi akan sangat indah jika berhasil bangkit dan melihat sisi terang"

"Jipunk"

This final report dedicated to:

- Allah SWT
- Prophet Muhammad SAW
- My beloved parents
- My beloved brother
- My lecturers in English Department at State Polytechnic of Sriwijaya
- My beloved friends
- My super woman

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