

FINAL REPORT

**THE VIDEO COPYWRITING OF MENUMBING HILL TO PROMOTE BANGKA
ISLAND TOURISM OBJECT**



**This report is to fulfill one of the requirements of Diploma Graduation in English
Department at State Polytechnic of Sriwijaya**

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STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2020

APPROVAL SHEET
THE VIDEO COPYWRITING OF MENUMBING HILL TO PROMOTE
BANGKA ISLAND TOURISM OBJECT



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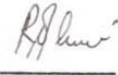
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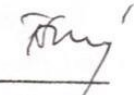
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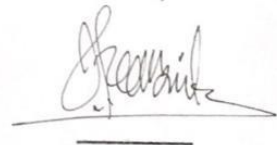
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PREFACE

First of all, the writer would like to thank Allah SWT for giving the opportunities, blessing and healthy to finish this final report. The title of this report is “The video copywriting of Menumbing hill to promote Bangka Island tourism object”. This report is written to fulfill the requirement of Final Report Subject at Polytechnic of Sriwijaya. The writer realizes that there are many mistakes the writing this report, it is caused by the limitation in abilities and knowledge the writer has. Therefore, the writer expects the readers can give suggestion and criticism for the improvement of this final report in the future. Finally, the writer expects that this report can give advantages and usefulness especially for students of English Department.

Palembang, September 2020

ACKNOWLEDGMENT

In this moment, the writer would like to express deep gratitude to Allah SWT that has given blessings in making this final report. The writer also wants to say thank you to all the participants for their advice, valuable guidance during writing this report. The writer would like to thank:

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9. My classmate in BC Class who encourage each other during three years of learning together.
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ABSTRACT

THE VIDEO COPYWRITING OF MENUMBING HILL TO PROMOTE BANGKA ISLAND TOURISM OBJECT

(Dewi Ayu Lestari, 2020: 44 Pages, 22 Figures, 5 Tables)

This final report aims to know how to the video copywriting of Menumbing hill to promote Bangka Island tourism object. In this final report, the writer used AIDA model for advertising as the guideline to arrange the video copywriting in model draft. In the video copywriting, the writer offers information and knowledge about Menumbing Hill to attract the viewers to visit it and used The video can use as a guideline for historian to find the information about Menumbing hill. This video consists of the history about Menumbing hill, the entrance tickets, time operating, the transportation that can be used and the attraction that Menumbing hill has. The writer used R&D method modified Sukmadinata (2005). This method consists of three steps, they are (1) Preliminary Study, (2) Model Development, (3) Final Product Testing. The video can use as medium to promote Menumbing hill bangka island tourism object.

Keywords: Video, Copywriting, Menumbing Hill, Promotion, AIDA Model.

MOTTO AND DEDICATION

Motto

“ MAN JADDA WAJADA ”

WHO WORKS HARD HE WILL GET IT

This final report is dedicated to...

My parents, Zakaroni and Silvia Damayanti.

My brother, Orlando and Renaldi.

My lectures in English Department, State Polytechnic of Sriwijaya.

The Writer

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