**DESIGNING A VIDEO PROMOTION SCRIPT OF CHINESE TEMPLES AS TOURISM DESTINATION IN PALEMBANG**



**This Final Report Proposal is submitted to fulfill one of the requirements to complete** **the Diploma III Degree of English Department**

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# APPROVAL SHEET OF FINAL REPORT PROPOSAL

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# 1. **INTRODUCTION**

## **Background**

Palembang is one the oldest cities in Indonesia. Palembang is known as the earth of Sriwijaya which was the center of the Sriwijaya kingdom's government in its time. This city has a lot of uniqueness, starting from the diversity of its special food, religion, ethnicity and race. Beside that, it has a unique geographical area, in which Palembang is separated by the Musi River that makes Seberang Ulu and Seberang Ilir. During the Rule of Sriwijaya Kingdom, the river enabled merchant ships to enter Palembang; most of them come from China and Middle East. They came to Palembang both for selling purpose and making Palembang becomes as a stopover place for them. The presence of these ethic group resulted in the occurrence of different background cultures and religions contact with Palembang people.

The diversity of Malay, Chinese and Middle Eastern races makes Palembang residents have a high tolerance. In the Sriwijaya kingdom era, Palembang became the center of strong Buddhist. However, every race was not prohibited to bring their culture, art, and adhere to their respective religion and they are free to move and live side by side in Palembang. Tolerance brings a peaceful life in Palembang until now, in accordance with the slogan that is owned by the Indonesian country, namely Bhineka Tunggal Ika which means unity in diversity. The diversity in Palembang can also be seen through the culture that is very evident in the architecture of buildings, arts, and customs. There are many historical relics of those cultures that occurred in Palembang that can still be seen and enjoyed by today's generations, such as Limas house, Cheng Ho Mosque, Arab villages and hundreds of years old Temples that have unique building designs in Palembang. According to Ministry of Religion (2018), there are 115 temples and it spread in various sub-districts in Palembang and it divided into *Vihara, Cetiya*, and TITD (Tri Dharma place of worship or *klenteng*).

## Problem Formulation

The problem of this report is how to design a promotion video script of Chinese Temples as tourism destination in Palembang. Based on the problem formulation, the problem of this final report limited toward Chinese temples and its promotion video script.

## Objectives

The purpose of the report is to know the way how to design a video promotion script of Chinese temples as tourism destination in Palembang in order.

## Benefits

The benefits of the report are:

* 1. For readers

It gives knowledge and information to the readers about Chinese temples and able to add references and be useful for readers and who will carry out further research as a source of information to develop.

* 1. For State Polytechnic of Sriwijaya

This research is expected to be used to add references as material for further in- depth research in the future come and introduce the polytechnic in tourism field.

# 2. LITERATURE REVIEW

## Design

Creating a product must be accompanied by a good design process. In this part, design is not just a plan on paper but prioritizes the process from start to finish by involving ideas that must be realized. Netto and Paulo (2004) stated design as a set of process that transforms requirements into specific characteristics in order to realizing a product. In details, Kasprisin (2011) stated that design is a process of making something that inherently has emergent products or spatial patterns in given time frames that manifest the ever-changing realities in a community occurring within the process. In this process, creativity is vey necessary in designing a product. In line with this opinion, International Council of Societies of Industrial Design (2002) stated that design is a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems.

## Promotion

Promoting a product is needed as an effort to attract prospective customers. According to Kotler and Armstrong (2014), promotional activities are activities that serve to convince customers by showing product or service so as to persuade customers to buy it. It is supported by Manap (2016) that promotion is one of the priority components of marketing activities offers to consumers. In addition, Zimmerer (2002) stated that promotion is any form of persuasive communication designed to inform customers about a product or service and to influence them to buy the product or service which includes publicity, personal selling and advertising

## Video

In the world of the media, video attracts special interest and attention of the viewers through its content, especially when it is being used on the internet or social media platform. According to Widahyu (2021), video is an electronic medium that is able to combine audio and visual technology

together to produce a dynamic and attractive presentation. In details, Rosianta and Sabri (2018) stated that video is an electronic medium for the recording, copying, play backing, broadcasting, and displaying of moving visuals and audio media.

## Writing a Good Video Script

A script could be a basic plan required by video program and contains a draft arrange during a video program. The script determines the ultimate results of program.

### Types of Script

As a script writer, the writer has to know what types of scripts that should be used are. Dontigney (2017) stated that there are five types of script writing, namely; Screenplays, playwriting, audio drama, news script and other scriptwriting. video.

### The Stages of Making Script

Paying attention and following the steps of writing a script is very important to make the results of script writing orderly and good. Sarika (2022) stated that there are three stages of making a script.

# 3. **METODOLOGY**

## Method of Research

The method used in this research is the research and development method. Sugiyono (2013) stated that research and development is a research method used to produce a particular product, and to test the effectiveness of that product. In their book, Borg and Gall (1983) proposed ten steps in conducting R&D Method, namely; (1) research and information collection, (2) planning, (3) developing preliminary form of product, (4) preliminary field testing, ( 5) revising main product, (6) main field testing, (7) revising operational field testing, (8) operational field testing, (9) revising final product, (10) disseminating and implementing. Meanwhile Plomp (1993) consists of five phases or stages, namely: preliminary investigation, designing, realization, and testing, evaluation and revision, and implementation.

## Snowball Sampling

Waters, J. (2015) said that snowball sampling is generally seen as a highly effective sampling technique that allows for the study of difficult to reach or ‘hidden’ populations. It is also seen as a valuable tool for the study of particularly sensitive or private matters.

## Place of Research

This research was conducted at the Chinese temples in Palembang (Chandra Nadi, Tridarma Gie Hap Bio, and Hok Tjing Rio temple), which are located on 10 Ulu, Diponegoro Street, and Kemaro Island.

## Technique of Collecting Data

This research employed three methods in collecting the data, they were literature review, observation and interview, such as there following are:

1. Documentation

According to Sugiyono (2015:329), documentation is a method used to obtain data and information in the form of book, archives, documents,

written numbers and pictures in the form of reports and information that can support research. The documents collected are selected according to the purpose and focus of the problem. In detail, Burhan (2011) states that documentaries are divided into two types, these are;

## Technique of Analyzing the Data

There are two steps of analyzing data that the writer did during the research process are follows:

1. Documentation

The writer collects and selects the sources related to the topic of the research. After the sources was done by reading and learning various sources such as journals, articles, e-books, and so on. Then the data is obtained, the writer can determine ideas and themes that will be made. The major sources that the writers used, namely: 1) e-articles: How to format a title page in traditional scriptwriting by Ranga and koul (2017) and Sarika (2020), 2) e-journal: Research and development (r&d) method as a model design in educational research and its alternative by Gustiani (2019), 3) development research on/in educational development by Plomp (1997).

2. Observation

In this study, the writer visited Chinese temples (Chandra Nadi, Tridarma Gie Hap Bio, and Hok Tjing Rio temple) directly to find out the real situation of the object and know what kind of information can be developed by the writer. In this step, the data that must be collected is related to those Chinese temples such as the real condition, views, and also anything that has changed.

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