

The Copywriting of Palembang Bird Park as a Tourism Destination in Palembang

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ABSTRACT: This study explores the creation of a compelling copywriting script designed to promote the Palembang Bird Park. The methodology employed a systematic approach, encompassing idea generation, outline creation, research, material selection, message planning, structural arrangement, script drafting, testing, and finalization. Expert consultations were integral throughout the process, ensuring thoroughness and effectiveness. Data were gathered via observations and interviews, facilitating informed script development. Rigorous testing ensued, involving feedback from experts to refine content and language use. The outcome is a meticulously crafted script titled “Palembang Bird Park as a Tourism Destination in Palembang,” poised to captivate audiences and make a copywriting script to promote Palembang Bird Park.

Keywords: Palembang Bird Park, video script, writing.

A tourist destination is where all kinds of tourist activities can be carried out. It is chosen by tourists for relaxation. Based on Goeldner and Ritchie (2003), a tourist destination is a specific geographical area with visitors who enjoy various travel experiences. This means tourists travel for various reasons, such as leisure, business trips, and education. Zebua (2016) states that tourism is a variety of tourist activities (travel activities carried out by a person or group of people) and supported by various facilities and services provided by the community, businessmen, government, and local governments. The purpose of leisure tourism is to get relaxation, rest, and enjoyment, while a business trip is done for business meetings, conferences, conventions, and education trips related to school and college visits to study experiences.

Palembang City, is one of the largest cities in Indonesia with many tourist destinations, for example, religious tourist destinations like Masjid Agung Palembang, and Masjid Ceng Ho, natural flora and fauna tourist destinations such as Punti Kayu, Museum tourist destinations like Balaputradewa Museum, Sultan Mahmud Badaruddin II Museum, historical relics destination such as Kuto Besak Fort, and educational tourist destination like Palembang Bird Park (Linda,

2020).

Despite its potential, Palembang Bird Park faces challenges, exacerbated by the COVID-19 pandemic. According to Titin (2020), visitor numbers have plummeted by up to 70% since the onset of the pandemic, with only a fraction of the usual crowds frequenting the park. Additionally, insufficient public awareness and ineffective promotion have further contributed to the park's declining visitors.

To address these challenges and attract more visitors, effective promotion is imperative. Creating a video script presents an engaging and visually compelling solution, as videos are inherently more captivating than photographs (Riana, 2007, p.8). Video is a media that can be seen, mainly a live (moving) image, the process of recording and displaying it certainly involves technology (Helmi, 2019). Moreover, Arifin (2018) stated that a video is a medium that combines visual and audio elements, allowing viewers to see visual movements and hear sounds, making its presentation engaging. A video is a medium that has visual and audio elements, and it can be played visually with its sound which produces an interesting scenery. Furthermore, videos have the unique ability to convey messages effectively, transcending temporal and spatial constraints (Cockherham, L., 2016).

In light of these considerations, this writing aims to develop a comprehensive copywriting strategy for Palembang Bird Park, positioning it as a premier tourism destination in Palembang. Effective copywriting plays a crucial role in creating destination branding. Recent studies indicate that destination branding is a significant research area and a powerful tool for establishing the positioning of tourism destinations (Ruiz-Real et al., 2020). Chen and Hou (2023) further emphasize that when using short videos for destination promotion, tourism managers should prioritize interactive engagement between creators and viewers.

METHOD

Types of Research Design

The research design of this research is qualitative specifically case study research design. This research focuses on the copywriting strategies used by Palembang Bird Park to promote itself as a tourist destination. It aims to see how copywriting influences perceptions and attracts visitors. By studying this specific case, the research can provide detailed insights into the effectiveness of copywriting and the unique context of the park.

Participants

The participants of this research are the bird park keeper, the owner, and a proofreader. Each participant's unique perspective helps create a comprehensive understanding of the copywriting strategies used to promote Palembang Bird Park.

Bird Park Keeper: Provides insights into the park's daily operations and attractions.

Owner: Shares the park's vision, goals, and marketing strategies.

Proofreader: Ensures the copywriting is clear, engaging, and error-free.

Roles and Contributions:

Keeper and Owner: Act as information sources, offering detailed, contextual knowledge about the park and its marketing.

Proofreader: Refines the copywriting to make it more compelling and effective.

Technique of Data Collection

The technique used interviews, observations, and reviewing written sources. Combining interviews, observations, and reviewing written sources provides a thorough and reliable understanding of the copywriting strategies used to promote Palembang Bird Park.

1. Interviews

They provide direct insights from the bird park keeper, the owner, and the proofreader.

2. Observations

They allow firsthand understanding of the park's operations and visitor interactions.

3. Reviewing Written Sources

They help analyze the copywriting in promotional materials.

Technique of Data Analysis

The method follows the steps outlined by Ranga and Koul (2017) for writing a video script. This ensures the final product is relevant and engaging for experts and potential tourists of Palembang Bird Park, especially post-COVID-19.

Steps of Data Analysis:

1. Finding Ideas

- **Literature Study:** Research scriptwriting theories and Palembang Bird Park through online articles and social media.
- **Field Survey:** Observe the park's facilities and attractions. Interview the owner about the park's background, costs, ticket prices, facilities, and access.

2. Creating Outline

- Develop an outline with the title, target audience, duration, structure, objectives, and script synopsis.

3. Researching

- State the thesis based on interest in Palembang Bird Park. Incorporate findings from literature studies and field surveys.

4. Selecting Material

- Choose the most relevant information for the video. Write the manuscript using data from observations and interviews.

5. Planning Message

- Design a strategy to creatively deliver the material, making it engaging and effective.

6. Arranging Structure

- Organize the script into a beginning, middle, and end, following guidelines for good scriptwriting.

By following these steps, the research ensures a thorough analysis of the copywriting strategies for promoting Palembang Bird Park.

Table 1. Arranging Structure Parts

Parts	Materials
Hook	This section contains an interesting text about the promotion of traditional food.
Introduction	This section contains the types of tourism, and the writer will provide general information about Educational Tourism.
Body	This section the writer will provide information about the history of the Palembang Bird Park the operational hours, the price of the entrance ticket and facilities provided, the activities that can be done, how to access the Palembang Bird Park, the attractions in Palembang Bird Park.
Closing	The recommendation by promoting Palembang Bird Park

1. Testing Script

Testing the script then is done by two experts, one from tourism and the other from

the English Language teacher.

2. Final Draft

The final draft is the result of a revision of the input provided by content experts.

Finally, the script is used as a final draft of the product.

FINDINGS

The findings cover the structure of the script, first draft, and final draft shown in Tables 2 and 3.

Table 2. The Structure of the Script

Parts	Materials
Hook	Informing the location with interesting words about Palembang Bird Park.
Opening	The location with interesting words about Palembang Bird Park
Body	The history of the Palembang Bird Park the operational hours, the price of the entrance ticket and facilities provided, the activities that can be done, how to access the Palembang Bird Park, the attractions in Palembang Bird Park
Closing	The recommendation by promoting Palembang Bird Park

The structure of the script has been crafted from the first to the final draft and has been going through the testing process. Below is the first and the final draft.

Table 3. First and Final Draft

First Draft	Final Draft
<p>Hook:</p> <p>Want to feel the sensation of direct interaction with animals while learning about various types of birds with the guidance of keepers? This is Palembang Bird Park, which is located in the Governor H.A Bastari, Opi Mall area, Rambutan, South Sumatra Province</p>	<p>Under the guidance of a keeper, would you like to experience the sensation of interacting directly with animals while learning about various bird species? This is the Palembang Bird Park located at Jalan Gubernur H.A. Bastari, Opi Mall, Rambutan, South Sumatra.</p>
<p>Introduction:</p> <p>Speaking about tourism, of course, there are many types, one of which is educational tourism or in short edu-tourism in the province of South Sumatra. People may be familiar with the word ecotourism, which is edu tourism has one purpose to create opportunities for travelers to obtain new experiences and knowledge on a wide range of topics. Especially in the city of Palembang, there are many tourist attractions that educate, one of which is the Palembang Bird Park.</p>	<p>Speaking about tourism, of course, there are many types of tourism destination in Palembang, one of which is educational tourism or in short edu-tourism in the province of South Sumatra. People may be familiar with the word ecotourism, which is edu tourism has one purpose to create opportunities for obtain new experiences and knowledge on a wide range of topics. Especially in the city of Palembang, there are many tourist attractions that educate, one of which is the Palembang Bird Park.</p>
<p>Body:</p>	

Palembang bird park first opened in 2015. Palembang Bird Park was built with the aim of educating people especially for children, previously the owner of Palembang Bird Park first opened another bird park in Bandung then, Mrs. Susan and her husband Mr. Teddy saw the lack of tourist attractions in the city of Palembang so she was moved to open Palembang Bird Park or abbreviated as PBP which is the first bird park in Palembang. Palembang Bird Park tourism operates from 08:00-18:00. With a ticket for Rp. 50.000, we can easily enter this tour. To access Palembang Bird Park tourism, we can use Google Maps by typing Palembang Bird Park on Google Maps. Palembang Bird Park is equipped with various facilities such as parking areas, toilets, prayer rooms, cafeteria, breastfeeding room, lounge area, playgrounds area such as fish spa, horse riding and fishing. To enjoy the rides at Palembang Bird Park, we only need to pay Rp. 25,000 to feel the fish spa, ride a horse

Palembang Bird Park first opened in 2015. Palembang Bird Park was built for an educational purpose, especially for children. Earlier, the owner of Palembang Bird Park first opened another bird park in Bandung. Mrs. Susan and her husband Teddy opened Palembang Bird Park, or PBP for short, the first bird park in Palembang. The sightseeing tour of Palembang Bird Park starts at 08:08-18:00.

With 50,000 Rupiah tickets, you can easily join this tour. To get to Palembang Bird Park attractions, you can use Google Maps by typing 'Palembang Bird Park' in Google Maps. Palembang Bird Park is equipped with various facilities such as parking, restrooms, prayer room, cafeteria, nursing room, lounge area, playgrounds such as fish spa, horse riding and fishing. You only need to pay Rp.10.000 to enjoy the rides at Palembang Bird Park. You only need to pay Rp. 25.000 to experience the fish spa and ride a horse for Rp 25,000, and for fishing you have to pay Rp. 20.000. A

Rp. 20,000 and to feel the sensation of fishing for Rp. 20,000 Not only that, if tourists who visit feel hungry, they can try the food provided at the canteen. The Palembang Bird Park collects various types of birds ranging from small to large ones such as parakeets, canaries, crows, sea eagles, starlings, emus, owls, eagles, parrots, ostriches, white peacocks and pink macaws, rabbits, iguanas, cats, tortoises, fish, snakes, crocodiles, alligators, kangaroos and macaws from Australia and besides that there are other animal collections besides birds such as rabbits, iguanas, cats, turtles, tortoises, fish, snakes, crocodiles, alligators, and kangaroos.

Closing:

Visiting Palembang Bird Park is not complete if you go alone you can invite friends or family to share the excitement while learning by interacting with animals in educational tourism. Interesting isn't it ? What are you waiting for to visit Palembang Bird Park? Want to travel?

Hungry tourists can also enjoy a meal at the cafeteria. Palembang Bird Park is home to a wide variety of small and large birds, including Australian parakeets, canaries, crows, white-tailed eagles, starlings, emus, owls, eagles, parrots, ostriches, white peacocks and pink macaws, rabbits, iguanas, cats, tortoises, fish, snakes, crocodiles, alligators, kangaroos and many other animals besides birds.

A visit to Palembang Bird Park is not complete if you go it alone. You can invite your friends and family to share the excitement of interacting and learning with animals as part of your educational tour. Are you guys interested? What are you waiting for? to visit Palembang Bird Park? Come and visit Palembang Bird Park!

DISCUSSION

The analysis of the copywriting process for the Palembang Bird Park video script underscores the meticulous approach taken to ensure clarity and effectiveness, in alignment with the theoretical frameworks outlined in the literature review. The creation of a comprehensive outline, as suggested by Goeldner and Ritchie (2003), was crucial in guiding the story's flow and ensuring all relevant information was included.

This outline included key elements such as the title, target audience, and objective, which centered on promoting Palembang Bird Park as a premier tourism destination in Palembang. The content structure was methodically organized into four key sections: Hook, Opening, Body, and Closing.

a. Interesting hook means interesting sentence.

The hook is expected to be concise and to the point. Starting with a question relating to the topic encourages viewers to think and engage with the content right away. Therefore, the script starts with the following:

Want to feel the sensation of direct interaction with animals while learning about various types of birds with the guidance of keepers? This is Palembang Bird Park, which is located in the Governor H.A Bastari, Opi Mall area, Rambutan, South Sumatra Province.

b. Opening

The next part was opening. In this part, the writers focused on Tourism and provided information about educational tourism that would be explained in the video. This is expected to set the stage for what is to come.

Talking about tourism there are many types of tourism, one of which is educational tourism in Palembang. People may be familiar with the word edu

tourism, which is edu tourism has one purpose to create opportunities for travelers to obtain new experiences and knowledge on a wide range of topics. Especially in the city of Palembang, many tourist attractions, one of which is the Palembang Bird Park.

c. Body

Crafting the body of a video manuscript involves organizing content logically and engagingly by considering the outline given, detailed information provision, and maintaining transition and engagement.

Palembang bird park first opened in 2015. Palembang Bird Park was built with the aim of educating people, especially children, previously the owner of Palembang Bird Park first opened another bird park in Bandung then, Mrs. Susan and her husband Mr. Teddy saw the lack of tourist attractions in the city of Palembang so she was moved to open Palembang Bird Park or abbreviated as PBP which is the first bird park in Palembang. Palembang Bird Park tourism operates from 08:00-18:00. With a ticket for Rp. 50.000, we can easily enter this tour. To access Palembang Bird Park tourism, we can use Google Maps by typing Palembang Bird Park on Google Maps. Palembang Bird Park is equipped with various facilities such as parking areas, toilets, prayer rooms, a cafeteria, a breastfeeding room, a lounge area, a playground area such as a fish spa, horse riding, and fishing. To enjoy the rides at Palembang Bird Park, we only need to pay Rp. 25,000 to feel the fish spa, ride a horse Rp. 20,000 and to feel the sensation of fishing for Rp. 20,000 Not only that, if tourists who visit feel hungry, they can try the food provided at the canteen. The Palembang Bird Park collects various types of birds ranging from small to large such as parakeets, canaries, crows, sea eagles,

starlings, emus, owls, eagles, parrots, ostriches, white peacocks, pink macaws from Australia and there are other animal collections besides birds such as rabbits, iguanas, cats, turtles, fish, snakes, crocodiles, alligators, and kangaroos.

d. Closing

The last part of the video script was closing. It needs a strong conclusion and it is crucial for leaving a lasting impression and motivating the audience to take action.

Visiting Palembang Bird Park is not complete if you go alone you can invite friends or family to share the excitement while learning by interacting with animals in educational tourism. Interesting isn't it? What are you waiting for to visit Palembang Bird Park? Want to travel?

The next step is to do testing.

The testing script process involved two experts: one specialized in tourism and the other in linguistics. Their task was to evaluate the comprehensibility of both the content and language of the script. This dual-expertise approach aligns with the comprehensive nature of tourism as highlighted by Goeldner and Ritchie (2003), who describe a tourist destination as a place where various tourist activities occur. The tourism expert ensured that the script accurately reflected the tourism experiences and facilities of Palembang Bird Park, a crucial aspect given Zebua's (2016) assertion that tourism activities must be supported by appropriate facilities and services.

The content validation by the tourism expert, specifically the Manager of Palembang Bird Park, praised the script's clear structure. This aligns with the idea of destination branding discussed by Ruiz-Real et al. (2020), which emphasizes the importance of a clear and logical sequence in promotional materials to establish a strong positioning of tourism destinations. However, the need for grammatical corrections indicated by the expert highlights the necessity of precise language, underscoring the role of linguistics in ensuring the script's

comprehensibility and professionalism.

The subsequent review by an English teacher from the English Department of Sriwijaya State Polytechnic further refined the script’s language, particularly focusing on grammatical accuracy. This step ensures that the final product meets high linguistic standards, resonating with Arifin’s (2018) assertion that videos, as a media combining visual and audio elements, need to be engaging and clear. Effective communication through video is crucial, as Cockherham (2016) notes the medium’s unique ability to convey messages beyond temporal and spatial constraints.

Table 4. Revisions From Experts

First Draft	Comments from Tourism	Comments from English
	Expert	Teacher
Hook:		
<p>Want to feel the sensation of direct interaction with animals while learning about various types of birds with the guidance of keepers? This is Palembang Bird Park, which is located in the Governor H.A Bastari, Opi Mall area, Rambutan, South Sumatra Province</p>	<p>Under the guidance of a keeper, would you like to experience the sensation of interacting directly with animals while learning about various bird species? This is the Palembang Bird Park located at Jalan Gubernur H.A. Bastari, Opi Mall, Rambutan, South Sumatra</p>	<p>Under the guidance of a keeper, would you like to experience the sensation of interacting directly with animals while learning about various bird species? This is the Palembang Bird Park located at Jalan Gubernur H.A. Bastari, Opi Mall, Rambutan, South Sumatra.</p>
Introduction:		
Speaking about tourism,	Speaking about tourism,	Speaking about tourism,

of course, there are many of course, there are many of course, there are many types, one of which is types, one of which is types of tourism destination in educational tourism or in short educational tourism or in short Palembang, one of which is edu-tourism in the province of edu-tourism in the province of educational tourism or in short South Sumatra. People may South Sumatra. People may edu-tourism in the province of be familiar with the word be familiar with the word South Sumatra. People may ecotourism, which is edu ecotourism, which is edu be familiar with the word tourism has one purpose to tourism has one purpose to ecotourism, which is edu create opportunities for create opportunities for tourism has one purpose to travelers to obtain new travelers to obtain new create opportunities for experiences and knowledge experiences and knowledge travelers to obtain new on a wide range of topics. on a wide range of topics. experiences and knowledge Especially in the city of Especially in the city of on a wide range of topics. Palembang, there are many Palembang, there are many Especially in the city of tourist attractions that educate, tourist attractions that educate, Palembang, there are many one of which is the one of which is the tourist attractions that educate, Palembang Bird Park. Palembang Bird Park. one of which is the Palembang Bird Park.

Body:

Palembang bird park Palembang Bird Park Palembang Bird Park first opened in 2015. first opened in 2015. first opened in 2015. Palembang Bird Park was Palembang Bird Park was Palembang Bird Park was built with the aim of built for an educational built for an educational educating people especially purpose, especially for purpose, especially for

for children, previously the children. Earlier, the owner of children. Earlier, the owner of owner of Palembang Bird Palembang Bird Park first Palembang Bird Park first Park first opened another bird opened another bird park in opened another bird park in park in Bandung then, Mrs. Bandung. Mrs. Susan and her Bandung. Mrs. Susan and her Susan and her husband Mr. husband Teddy opened husband Teddy opened Teddy saw the lack of tourist Palembang Bird Park, or PBP Palembang Bird Park, or PBP attractions in the city of for short, the first bird park in for short, the first bird park in Palembang so she was moved Palembang, citing the lack of Palembang, ~~citing the lack of~~ to open Palembang Bird Park tourist attractions in ~~tourist——attractions——in~~ or abbreviated as PBP which Palembang city. The ~~Palembang——city.~~ The is the first bird park in sightseeing tour of Palembang sightseeing tour of Palembang Palembang. Palembang Bird Bird Park starts at 08:08- Bird Park starts at 08:08- Park tourism operates from 18:00. With 50,000 rupiah 18:00. With 50,000 Rupiah 08:00-18:00. With a ticket for tickets, you can easily join tickets, you can easily join Rp. 50.000, we can easily this tour. To get to Palembang this tour. To get to Palembang enter this tour. To access Bird Park attractions, you can Bird Park attractions, you can Palembang Bird Park tourism, use Google Maps by typing' use Google Maps by typing we can use Google Maps by Palembang Bird Park' in 'Palembang Bird Park' in typing Palembang Bird Park Google Maps. Palembang Google Maps. Palembang on Google Maps. Palembang Bird Park is equipped with Bird Park is equipped with Bird Park is equipped with various facilities such as various facilities such as various facilities such as parking, restrooms, prayer parking, restrooms, prayer parking areas, toilets, prayer room, cafeteria, nursing room, room, cafeteria, nursing room, rooms, cafeteria, lounge area, playgrounds such lounge area, playgrounds such

breastfeeding room, lounge as fish spa, horse riding and as fish spa, horse riding and area, play grounds area such fishing. You only need to pay fishing. You only need to pay as fish spa, horse riding and Rp.10.000 to enjoy the rides Rp.10.000 to enjoy the rides fishing. To enjoy the rides at at Palembang Bird Park. at Palembang Bird Park. You Palembang Bird Park, we only Experience the fish spa and only need to pay Rp. 25.000 need to pay Rp. 25,000 to feel ride a horse for Rp 25,000. It to experience the fish spa and the fish spa, ride a horse Rp. feels like fishing for 20,000 ride a horse for Rp 25,000, 20,000 and to feel the rupiah. A Hungry tourists can and for fishing you have to sensation of fishing for Rp. also enjoy a meal at the pay Rp. 20.000. A Hungry 20,000 Not only that, if cafeteria. Palembang Bird tourists can also enjoy a meal tourists who visit feel hungry, Park is home to a wide variety at the cafeteria. Palembang they can try the food provided of small and large birds, Bird Park is home to a wide at the canteen. The Palembang including Australian variety of small and large Bird Park collects various parakeets, canaries, crows, birds, including Australian types of birds ranging from white-tailed eagles, starlings, parakeets, canaries, crows, small to large ones such as emus, owls, eagles, parrots, white-tailed eagles, starlings, parakeets, canaries, crows, sea ostriches, white peacocks and emus, owls, eagles, parrots, eagles, starlings, emus, owls, pink macaws, rabbits, iguanas, ostriches, white peacocks and eagles, parrots, ostriches, cats, tortoises, tortoises, fish, pink macaws, rabbits, iguanas, white peacocks, pink macaws snakes, crocodiles, alligators, cats, tortoises, tortoises, fish, from Australia and besides kangaroos and many other snakes, crocodiles, alligators, that there are other animal animals besides birds. kangaroos and many other collections besides birds such animals besides birds. as rabbits, iguanas, cats,

turtles, tortoises, fish, snakes,
crocodiles, alligators, and
kangaroos.

Closing:

Visiting Palembang	A visit to Palembang	A visit to Palembang
Bird Park is not complete if you go alone you can invite friends or family to share the excitement while learning by interacting with animals in educational	Bird Park is not complete if you go it alone. You can invite your friends and family to share the excitement of interacting and learning with animals as part of your educational	Bird Park is not complete if you go it alone. You can invite your friends and family to share the excitement of interacting and learning with animals as part of your educational
Interesting isn't it ? What are you waiting for to visit Palembang Bird Park? Want to travel?	What are you waiting for to visit Palembang Bird Park? Want to travel?	guys interested? What are you waiting for? to visit Palembang Bird Park? Come and visit Palembang Bird Park!

From Table 4, it can be stated that the structure of the script remains consistent from the first draft to the second and the third, or the proofreader who gave feedback. The content also remains unchanged. The modifications made are primarily in the areas of grammar and the effective use of expressions.

CONCLUSIONS AND SUGGESTIONS

Conclusion

It is concluded that the video script titled “Palembang Bird Park as a Tourism Destination in Palembang” serves as an effective medium to promote Palembang Bird Park. The script comprises an introduction, main body, and conclusion. The introduction discusses educational tourism and introduces Palembang Bird Park. The main body provides details such as the park’s history, operational hours, entrance ticket prices, facilities, available activities, access information, and attractions. The conclusion encourages viewers to visit Palembang Bird Park. Subsequently, the script was transformed into a video and uploaded to YouTube for accessibility at <https://youtube/828sdjshxcbd.com>. This video script serves as a valuable resource for tourists seeking information about Palembang Bird Park.

Suggestion

When creating video copywriting, a copywriter must carefully select the right words to capture the audience’s attention and maintain their interest in watching the video. These videos should be evaluated and refined based on feedback to ensure they are perfected. This process highlights the importance of copywriting in helping tourism industries such as Bird Park create more engaging and effective advertisements.

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