

## SUMMARY

**Making a Video as Promotional Media of *Kopi Kemiren Jaran Goyang* Home Industry**, Sushela Wanty Ardia Cahyaningsih, F31180902, 2021, 30 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

*Kopi Kemiren Jaran Goyang* home industry has been established since 2013 by Paguyuban Tholik Kemiren (Pathok) Banyuwangi. It is located in *Kemiren* village, Banyuwangi. The meaning of the name of *Kopi Kemiren Jaran Goyang* is taken from the philosophy of the *Jaran Goyang* dance which is expected to lure guests to fall in love forever while enjoying coffee. This home industry produces 4 products, namely arabica coffee, robusta, arabica *lanang* and robusta *lanang*. And also provides educational tours so that tourists can see firsthand the process of making coffee. The owner stated that he needs a promotional video to promote this home industry, so the writer decided to make a promotional video of *Kopi Kemiren Jaran Goyang* home industry to help the owner to promote his products.

A promotional video that the writer made was a video entitled “Making a Video as a Promotional Media *Kopi Kemiren Jaran Goyang* Home Industry”, it has a function to help the owner to promote the product. The duration of the video is 8 minutes. The video is divided into three parts; opening, content, and closing. In this video, the audio is in English from the narrator, with subtitles in bahasa Indonesia and some back sound to make it more attractive.

In making this final project, the writer used four methods of collecting data. It was an interview, observation, documents and audiovisual material. For making a video, the writer hired a cameraman and also an editor to edit the video and also professional dubber for pronounce the script of video. The video is divided into three parts; opening, content, and closing. In the opening scene, the writer presented an overview about Banyuwangi and *Kemiren* village, the front view of *Kopi Kemiren Jaran Goyang* home industry. The second scene was content, the writer presented the products of *Kopi Kemiren Jaran Goyang* home industry, the price of the products, the activities such as the process of making the product and service at the coffee shop. And in the last scene was closing, the writer presented the information about

the contact person, and the customer testimony of *Kopi Kemiren Jaran Goyang* home industry.

However, in making this promotional video, the writer faced challenge in the script writing process. The challenge was choosing a correct diction and grammar of the sentence that be used for dubbing. For this challenge, the writer studied more to determine the best diction and grammar and consulted it to the supervisor to get feedback.

While doing this final project, the writer got some benefits. The writer learned how to write a good script with the best diction and grammar. And also the writer got knowledge about coffee such as the types of coffee, the process of making coffee and detailed information of *Kopi Kemiren Jaran Goyang* home industry. The writer hoped this promotional video could attract customers to buy a product *Kopi Kemiren Jaran Goyang* home industry.