

## SUMMARY

**Making a Promotional Video of Pancor Emas Batik Pakuniran Probolinggo,**  
Nanang Hadiyanto, F31180330 2022. 41 pages. English Study Program,  
Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd (Supervisor).

This is report of the final Project entitled “Making a Promotional Video of Pancor Emas Batik Pakuniran Probolinggo”. It is located in Bucor Kulon village, Pakuniran District, Probolinggo Regency. The writer conducted a preliminary interview with the owner of Pancor Emas Batik. The owner admitted that there was a lack of promotional media that can provide more direct information to their customers when they participated in exhibitions and other marketing activities. The owner only used promotional booklet on Instagram at @Khairoh\_pancoremas, Facebook at Khairun Nisak Ayoom, Youtube at Dwi Didan, and Whatsapp at (082330281624) to promote the products. Therefore, the owner needed an effective promotional video to promote the products of Pancor Emas Batik. The video would be to update the new motifs of Pancor Emas Batik product. So that, the writer decided to make a video as a promotional media for Pancor Emas Batik to provide complete information about Pancor Emas Batik and attract customers.

Supporting data was needed in making this final project, and to complete the data the writer carried out several stages, namely interviews, observation, documentation, and audiovisual material. This video, divided into three parts. They are opening, body and closing. First, in the opening part, the writer started by showing overview of Probolinggo Regency (Kraksaan) especially for Pancor Emas Batik home industries and the history with the detail location of Pancor Emas Batik Probolinggo establishment for about 1 minute long. In the second part or body, the writer explained the kind of batik products that is produced by Pancor Emas Batik. And then the writer provided an overview of the kind motifs of Pancor Emas Batik with the prices of the products it is about 3 minutes long.

In the third or closing, the event, testimonials and contact person of PancorEmas Batik Probolinggo in this video for about 2 minutes long.

Video used bilingual, Indonesian and English versions. Approximately 6 minutes long. The writer adapted the steps from Widagdhaprasana (2015) for the video making procedure. The steps were pre-production, production, and post-production. Pre-production consisted of discovery ideas, planning and preparation such as created a script and storyboard, made a schedule for producing the video and prepared equipment. Next is production, the writer made a promotional video of PancorEmas Batik which was assisted by cameramen and editor. Last, Post-production or editing which includes 3 stages, namely revising, editing and finishing such as edit videos to make good videos, revised the product and burned the product from the computer to a CD.

The final project that the writer made gave some advantages. First, the writer could apply the skills and knowledge that the writer got at college. The skill and knowledge that the writer could apply in making this project were reading and writing knowledge and also speaking and pronunciation skill. Next, the writer got new knowledge in making the promotional video although he got some difficulties in making the script and the product but the writer got support and advice from his supervisor, family and friends. Thus, the writer could finish this final project. Hopefully the result of the video could help the customers to get the information about batik industry in probolinggo especially Pancor Emas Batik Home Industry.