

## SUMMARY

**Making A Promotional Video of Brass Craft In Cindogo To Support the Tourism Potentials of Bondowoso Regency**, Sheldy Ardiansyah, F31150007, 2018, 39 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Vigo Dewangga, S.S, M.Pd. (Supervisor).

Recently, Indonesian government has a project to develop the existence of tourism object in Indonesia. Tourism became one of the largest income at this time for the country. Therefore, the government made a massive action to build and develop tourist attractions in each region. One of the areas that has a good potentials in tourism aspect is Bondowoso Regency. There are several kinds of tourism objects that exist such as natural, non-natural, art and cultural tourism objects.

The art and cultural tourism object that exists in this regency is the brass craft industry which is located in Cindogo Village, Tapen Subdistrict, Bondowoso. This industry has been established before the Independence of Indonesia. In other words, this handicraft is the hereditary craft from the ancestor of Cindogo villagers.

The tools, the materials, and the process of making brass craft is still use the procedure or manners from the ancestor. Besides, the brass craft has its own attraction that the yellow color can last longer. The making process of brass craft is still uses the hereditary manners from the ancestor. that make this kind of product more special than others.

In this case, the writer made a promotional video about the hereditary brass craft in Cindogo village. The writer made the product to promote and give an information to the wider community both local and foreign tourist who come to visit Bondowoso. In addition the writer introduced Bondowoso Regency has a unique art and culture from the local ancestor.

In making the video product, the writer uses the procedures of Permana, et al. (2017). There are three kinds of step, namely pre-production, production, and post-production. By adopting this procedure it help the writer to shoot and make the video easily.

The video contains of three parts. Those are opening, body, and closing. The opening shows about the portal and also the icon of Bondowoso namely "Gerbong Maut". Then, it showed and introduced about the hereditary brass craft in Cindogo village, and it also stated the superiority of this handicraft. The body

consisted of the process of making this kind of brass craft, began with prepared all the tools and the materials, then continued by showing the process to make this brass craft product. The last part was closing. In this part the writer invited all the young generation to protect this hereditary brass craft and promote it to the wider community to purchase this kind of product.

Moreover, the writer has a suggestion to the tourism department of Bondowoso to protect this kind of hereditary handicraft in order not to be extinct by the age. And, the students of English Study Program who will conduct the same project of making a promotional video this report can be references for them.