

SUMARRY

Making a Video Company Profile Secret Kopi Lego Gombengsari Banyuwangi Vanessa Fazura, F31180202, 2021, 51 pages, English Study Program, Jember State Polytechnic, Renata Kenanga Rinda, S.Pd., M.Pd (Supervisor)

This is the final report for the "Making a Video Company Profile of the Secret Kopi Lego Gombengsari Village Banyuwangi" project, named "The Secret Kopi Lego Gombengsari Village Banyuwangi". Based on a preliminary study conducted by the writer in Kalipuro District, the writer made this Final Project to help the owner's problems in promoting their products and the media used to promote them. The owner really needs a video about Kopi Lego Gombengsari to introduce and make it easier for Banyuwangi city visitors to find extraordinary educational and tourist destinations even though were located in a village.

To complete this final project, the writer used the procedure proposed by Maulsa (2014), for making videos. The sequence of steps for the steps of making a video is determining the schedule and contents, making script, getting script approval, creating a storyboard, making shot list, shooting, editing, revising, and finishing. The opening in this video contains the history and description of Kopi Lego Gombengsari. The content in the video is the type and price of the product, the process of making coffee, and activities. Finally, in the closing video, there is a closing sentence, how to contact Kopi Lego Gombengsari and references.

While working on this final project, the writer encountered several challenges. The initial challenge is the writer can improve his ability to communicate with other people. The writer's communication skills improved as a result of his interviews with the owner and videographer. When creating a script, the writer also improves his ability to translate and write. Finally, the writer has successfully completed this final project. Hopefully with this company profile video, it can support and increase the intention of all visitors to come and visit the Kopi Lego Gombengsari.