

## SUMMARY

**Making a Video as Promotional Media of Anisa batik Warna Alam Banyuwangi**, Aldisdiniar Kurnia Syaharani, F31181199, 2021, 32 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga S.S., M.Pd (Supervisor)

This is report of final project entitled “Making a Video as Pomotional Media of Anisa Batik Warna Alam Banyuwangi”. The project was made because Anisa Batik Warna Alam Banyuwangi needs a promotional media to promote its products. This promotional video explains the information about Anisa batik Warna Alam such as the process, the motif, the other product and can make this home industry and the product more popular. So, the writer decided to make a promotional video to promote her product

In making this final project, the writer collected data to complete this final project. They are interview, observation, documentation, and audio visual. The title of the video is “The Ineffable art of Anisa Batik Warna Alam Banyuwangi”. This video consists of three parts, such as: Opening, Content, and Closing. In the first part of the video, the writer started by greeting and introduction about Banyuwangi, typical batik of Banyuwangi, home industry of Anisa Batik Warna Alam, and show detail location of Anisa Batik Warna Alam. The second parts of the video, the writer showed the batik collection that produce. In The last part of the video is, the writer explained how to order the product of Anisa Batik Warna Alam, and giving the information about contact person of Anisa Batik Warna Alam Banyuwangi.

In making this final project, the writer adapted the whole method from Ruffel (2011) and two methods from Sunarya (2016) to make the procedures more complete. The procedures are strategic planning, pre- production, production, post production, and the last step is distribution and marketing.

In finishing the final project, the writer found some difficulties. First, the writer couldn't make a content of video, so that the writer should hired a

videographers. Second, the writer difficulties to combine the audio and video when make a video with the editor. And for the last, the writer also had difficulties in making the script of the video. The writer should learn to make a good script in Bahasa Indonesia by using a formal language, and learn about how to translate a good script into English.