

SUMMARY

Making A Promotional Video of IMDA Handicraft in Tutul Village, Jember, Ainun Faradila, F31171486, 2020, 27 Pages, English Study Program, Politeknik Negeri Jember, Nila Susanti S.S, M.Pd. (Supervisor).

This report of the final project entitled “Making a Promotional Video of IMDA Handicraft in Tutul Village, Jember.” The project made a video promotion for IMDA Handicraft as one of the home industries producing handicraft in Tutul Village. Besides, the writer offers the owner to make a video promotion using English language.

In doing this final project, the writer used some methods of collecting the data. There was an observation of the places, an interview with the owner, some documents from the media of IMDA Handicraft such as Youtube channel, website, Tokopedia, Bukalapak, Shopee, Instagram, Facebook, and audio-visual materials. The promotional video is presented in three parts: opening, content, and closing. In the beginning, the writer started the video by showing pictures of Jember from Google Earth, tourism of Jember, Tutul Village, and IMDA Handicraft. In the content, the writer showed pictures from the owner that was completed by the history of IMDA handicraft briefly, kinds of products, and the process of making handicrafts. In closing, the writer showed some events, media social, the contact information of IMDA Handicraft, and gave salutation to the parties concerned in the video making.

In finishing this video, the writer found many difficulties and challenges. The writer found the problem to get information and schedule to meet the owner. Because the owner was so busy, the writer has to search for kinds of information from each media of IMDA Handicraft to make the script. In the middle of making the script, some data consulted with the owner. So, the writer was waiting for the owner to meet directly. From those problems, the writer learned to be patient and how to communicate well with others.