

SUMMARY

Making a Promotional Video of Wisata Kajer Asri Café & Resto, Lusyana Romadhaningtyas, F31190981, 2022, 35 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of Wisata Kajer Asri Café & Resto”. The aim of this final project was to improve the quality of tourist attraction promotion and help visitors find information about Wisata Kajer Asri Café & Resto. Based on the preliminary study that the writer did, this tourist attraction needed a video as promotional media in bilingual version. In this case, the writer made a promotional video for Wisata Kajer Asri Café & Resto as her final project.

To finish this final project, the writer collected data using four methods. They were observation, interview, documents, and audiovisual materials. In addition, she also used three procedures in making a video. Those procedures are pre-production, production, and post-production. Pre-production became the beginning of the procedure. In this step, the writer made a basic concept, a storyline and a storyboard. Basic concept contained an idea about how a video was made; meanwhile the storyline was the script of the video. The writer wrote a script in Bahasa Indonesia based on the results of the data collecting process, translated it into English and made a storyboard. After that, she hired a videographer to help in production process especially in process of making character images and video materials. In this step the videographer helped her in taking some photos and videos using his camera. In process of making backsound, the writer asked the videographer to add some modern instruments and voiceover. For the voiceover, she recorded her own voice by reading the English script. Then, the videographer combined the result of the voiceover with the instruments chosen. The last step is post-production. In this step, the videographer focused in editing images and adding Bahasa Indonesia subtitle. After that he also rendered the file of the video and the writer uploaded the file to Google Drive. After

the video was fixed, the video was given to the owner to be uploaded on Facebook (Warung Kajer Asri) and Instagram accounts (@kajerasri) of Wisata Kajer Asri Café & Resto.

The writer faced various challenges throughout the video production, particularly while doing the interview because she had to adjust with the owner's schedule. During the scriptwriting process, the writer had to evaluate language and phrase patterns in order to provide a good description of the promotional video to attract the interest of viewers.

The writer also discovered a few things while working on this final project. She improved her ability in communication skill. Especially when conducted interview with the owner and did negotiation with videographer. Besides that, she also improved her ability in using good grammar when writing proposal.

At the end, the writer has several suggestions for the owner of Wisata Kajer Asri Café & Resto and English Study Program. For the owner, hopefully the owner could update the operating hours of the tourist attraction, so it could operate onweekdays not only on weekends. For English study program, hopfully this study program could add more lessons and practices related to computer skills that could help students to finish their final projects.