

SUMMARY

Making a Promotional Video of Batik Balqis Probolinggo, Risma Maulina, F31191603, 2022, 23 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (supervisor)

This final report is entitled making a promotional video for Batik Balqis. Batik Balqis located in Kedungsari Village, Maron District, Probolinggo. Mrs. Khusnul Hotimah is the owner of Batik Balqis, who has founded this business since 2010. The media promotion they had are social media such as; Facebook, Instagram, Youtube, and WhatsApp. This means their social media accounts are still active and often post pictures and videos but they didn't giving full description of the product on its social media. Whereas the customers need to get information like prices, fabrics, philosophy, and motifs it brings the customers get less information about the product and is less able to lure customers. The writer proposed to make promotional video for Batik Balqis afterwards they admit that they also need promotional media in the form of video to promote their products. In other words the promotional video gives specific and detailed information on Batik Balqis.

The writer has applied the methods of interview, observation, documents, and audiovisual as data collection in making this final project. The promotional video is entitled "The Stunning Beauty of Batik Balqis". The writer created the video in bilingual version – English is used as a dubbing and Bahasa Indonesia as a subtitle – to attract local and foreign customers. The completion of this video applies pre-production, production and post-production stages. The video is 5 minutes long which contains complete information related to Batik Balqis.

The video contains three parts; they are opening, body, and closing. The first part of the video is opening. The opening included an overview of batik, the location, and the history of Batik Balqis. The second part is body. It explained their kinds of batik, uniqueness, motifs, pricelist, process of making batik, and awards. The third part is closing. It contained testimonials from buyers, benefits of buying the products, and contact information of Batik Balqis.

The writer found certain challenges in finishing this final project. First, she has to make a coherent script and storyboard so that the final video results can match. Second, during the voiceover recording, the writer rehearsed each word repeatedly so as the result was clear and not noisy. Third, it was not easy for the writer to make this promotional video, indeed she needed to hire a videographer as well as an editor to work on this video. In completing this final project, the writer could apply her English skill like writing, translating, speaking and also gained new knowledge about batik. The writer hopes that the product of final project can worthwhile by Batik Balqis and the report can be useful for students of English study program as a reference in doing similar final project.