

SUMMARY

Making a Company Profile Video of Grand Harvest Resort and Villas, Fina Nur Hidayati, NIM F31191078, 2022, 63 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S, M.Pd. (Supervisor).

The writer conducted this final project for 8 months. The title report of final project is "Making a Company Profile Video of Grand Harvest Resort and Villas Banyuwangi". The writer conducted a preliminary study in Tamansari Village, Licin District, Banyuwangi Regency. Based on the preliminary study conducted by the writer, the writer created the video company profile of Grand Harvest Resort and Villas to promote. When the writer conducted an internship program there the staff recommend the writer to make the video company profile, so when the sales do the sales call the video can show the product of Grand Harvest Resort and Villas to the clients doing cooperation and reach wider customers.

The writer did four steps of collecting data. They were interview, observation, documents, and audio-visual material. The writer interviewed the manager and got more information about Grand Harvest Resort and Villas following the list of questions. Those are the history, vision-mission, and also the product offered by Grand Harvest Resort and Villas. The writer did observation directly at Grand Harvest Resort and Villas. The writer can see directly the condition of the hotel, such as rooms, facilities, and resort activities. The writer also got some documents from the staff such as PowerPoint files and visitors' documentation to strengthen the data which were collected before.

In creating the video company profile, the writer adapted the steps from Fajar (2017) they were pre-production, production, and post-production. The video was divided into three parts. The first part was the information about Tamansari Village and Licin District. The

second part was the history, vision- mission, and the product offered by Grand Harvest Resort and Villas. The third part was social media and contact information of Grand Harvest Resort and Villas. The product that the writer made was bilingual in Indonesia and English the duration was 5 minutes length.

The writer gets many benefits from doing this final project, such as improving writing skills, translation skills, and communication skills. The writer got the opportunity to apply communication skills with the staff hotel and supervisor in doing this final project. The writer increased the ability to compose the script of the video. Hopefully, the video can support and give information to the customers who want to stay at Grand Harvest Resort and Villas.