

SUMMARY

Making A Video As A Promotional Media Of Rumah Batik Al Huda Sidoarjo, Alfi Yaturrohmah, NIM F31191421,2022, 66 Pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd, M.Pd. (Supervisor).

Batik Tulis Al Huda Sidoarjo is a batik center located in Sidoarjo City. Batik Tulis Al Huda has a way of promoting its own products, namely by word-of-mouth method, social media Instagram, website (not updated) and phone number to attract customers and participate in events to promote batik to foreign countries. When the owner sell the batik during pandemic the owner lost the market target in domestic and not domestic. To promote batik products, the owner of Batik Al Huda really needs promotional media in the form of videos to introduce their products. The writer made a promotional video to help Batik Al Huda market its products both domestically and abroad.

The writer needed data support to make this promotional video, so the writer has conducted interviews, documentation, audio visuals and observations. The main purpose of made this bilingual promotional video is to promoted products Batik Al Huda in Indonesia and abroad. This promotional video is divided into three parts, namely opening, middle content (body) and closing.

The first part is the opening, giving the title and showing some interesting spots in the city of Sidoarjo as well as introducing the potential and origin of the motifs. Then, enter into the motif of the center of batik followed by introducing the Al Huda Batik. Then displays the various motifs that have been produced along with the history of the establishment of Batik Al-Huda Sidoarjo and the awards that have been won and tells the basic route with billboards to the colorful house area or batik house owned by Batik Al-Huda Sidoarjo. Continue to the middle content section which will provide information about the batik-making process. This step consists of sections on how to make traditional hand-drawn batik products with canting and wax, how to color, dry and display the motif designs and then provide information about prices and some of the products. Then in the last or closing section, the writer presents various information about batik training and contact persons.

The writer followed the steps from Nugraha (2017) about 3 steps to make a video, namely Pre-production, production and post-production. This promotional video has the strength that with more than two languages it can make foreign and domestic people know the contents of the information concept conveyed which will attract attention and make it easier for domestic and foreign people to understand it. This video also has a weakness, namely it does not show Shopee's market place because that is the most important thing if someone is outside the island and abroad it doesn't have to be difficult if you want to order batik, but Al Huda batik does not use a marketplace platform for fear of being copied by other businesses.

This video is presented in 5 minutes 12 seconds in two languages with three parts, namely opening, body and closing. The writer faces many difficulties including the writer also had difficulty meeting the owner because he was very busy with his studies, besides that the writer realized that the voice over from the writer himself felt less professional so the writer found a solution to hire someone to convey detailed information about Al Huda batik.

The writer also does not have a background in editing and also employs a team of photographers to help complete the final video project. Then when determining the concept of scripts and storyboards. Previously the writer had studied how to create an effective storyboard and script for a promotional video. After all is in order, the writer gives it to the supervisor and waits for feedback. After receiving feedback, the writer met with the batik owner and remodelled many of the manuscripts, especially in the middle content (body) section to match the owner's expectations. After all is done, proceed to the stage of making videos and editing videos. The writer also has suggestions for English study programs to deepen the material in editing using Adobe Premiere, After Effects and others because it is very important in making promotional videos, especially videos. The writer has suggestions for owners to stay active on social media by updating new photos and creating a marketplace.