

SUMMARY

Making A Promotional Video of Batik Ciprat Langitan Simbatan In Sheltered Workshop Peduli (Swp) Sambungroso Magetan, Aditya Intan Ratnasari, F31191557, 2022, 49 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd.,M.Li (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of *Batik Ciprat Langitan Simbatan* in *Sheltered Workshop Peduli (Swp) Sambungroso* Magetan”. The purpose of this final project is to help *Swp. Sambungroso* to introduce and promote *Batik Ciprat Langitan Simbatan* to the local and international customers. The promotional video made by the writer is a video entitled “The Uniqueness of *Batik Ciprat Langitan Simbatan*”.

Swp. Sambungroso is a first batik *ciprat* production house in Magetan. It located in Simbatan Village, Nguntoronadi Sub-District, Magetan Regency. Their product has name “*Batik Ciprat Langitan Simbatan*”. There are some things that made *Batik Ciprat Langitan Simbatan* unique. First, the craftsmen who made this batik were intellectual disabilities children. Through their limitation, they can create a beautiful art. Second, it has unlimited pattern. That is because the production process is done by splashing the hot wax using a brush on the fabric so that the pattern’s distance and the size of dots become different in every fabric. *Swp. Sambungroso* only used Instagram to promote their product. But according to The Manager of *Swp. Sambungroso*, promotion using Instagram is also less effective because it lack of interesting content that can attract customer’s attention. Besides that, they also need a promotional media in form of video that could be played when following bazaar and exhibition. Based on that problem, the writer collaborated with *Swp. Sambungroso* to make a promotional video of *Batik Ciprat Langitan Simbatan* in *Swp. Sambungroso* Magetan.

The promotional video is made in bilingual versions namely English and Bahasa Indonesia. It has an English voice over and completed with Bahasa Indonesia subtitle. The duration of this promotional video is around 5 minutes. It is

divided into three sequence such us opening, main content, and closing. The writer adopts the procedure of making a video from Kusuma et al. (2018). The procedures are pre-production, production, and post-production. This video also made by applying a four step data collecting method. That are interview, observation, document, and audio-visual material.

In finishing this final project, the writer got some challenges. For example, the writer had difficulties when making a script because she had less grammar and word choice knowledge. Besides that, the writer also faced obstacles during the shooting process. In that step, the writer should ensure the craftsmen are in a good feeling to finishing the shooting process. That is because the craftsmen make a batik based on their heart feeling and couldn't be forced. Moreover, the writer got important lesson learned such as increasing writing skills, speaking skills, communication skills, and the ability to arrange good time management.