

SUMMARY

Making a Video as Promotional Media of Sekar Waru Batik Mayang Jember, Feti Dwijayanti, F31190440, 2022, 33 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed (Supervisor).

This is the report of the final project entitled “Making a Video as Promotional Media of Sekar Waru Batik Mayang Jember” entitled “The Masterpiece of Sekar Waru”. The aim of this final project was to develop the marketing and quality of promotion to help the customer find information about the product of Sekar Waru Batik produced. Based on the preliminary study that the writer did, Sekar Waru Batik need a video as promotional media in two languages were English and Bahasa Indonesia So, the writer made a promotional video for Sekar Waru Batik as her final project.

To finish this final project, the writer used procedure that was proposed by Maryati and Purnama (2013) in making the video, who stated that there are seven steps of making a video promotion. The steps were planning production, shooting, voice recording, capturing, editing, rendering and burning disk. Meanwhile to collecting the data as the material for creating the video, the writer used four step data collecting method from Cresswell (2012). They are Observation, interview, document, and audio-visual material.

During the completion of this final project, the writer gained more knowledge such as interpersonal skills in conducting the interview and observation, negotiation skills with the cameraman and editor, writing skills in writing the report, translation skills in creating the script, and pronunciation ability as a voice-over. Besides that, the writer faced some challenges in collecting the data, hiring a cameraman and an editor, also recording the audio as voice-over because the writer must be pronouncing all the words correctly. The writer rearranged another scheduled interview with the owner of Sekar Waru Batik from the agreed schedule because she had other agendas. Furthermore, the writer looked new a cameraman and editor.