

## SUMMARY

**Making a Video as Promotional Media of Agrowisata Kebun Al-Qur'an Kaliploso**, Wahdah Nur Lailiyah, NIM F31191926, 2022, 27 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (Supervisor).

Agrowisata Kebun Al-Qur'an (AKA) is local tourism located in Kaliploso Village, Cluring Sub-district, Banyuwangi Regency, East Java. Since the village has potential in agriculture, the government developed the concepts of AKA. AKA presents a concept through the plants that mention in Al-Qur'an. Those plants are dates, olives, grapes, bananas, figs, and pomegranates. AKA also gave a positive impact for the society around the location. The society could sell their product to get more income. Besides, AKA promotes the tourism only through social media such as Facebook and Instagram. The social media provided pictures with a short description. Meanwhile, pictures are not enough to attract more tourists. So, AKA needs additional promotional media to promote the tourist destination in an authentic atmosphere.

The title of final project is "Making a Video as Promotional Media of Agrowisata Kebun Al-Qur'an Kaliploso". The writer conducted 4 steps to finish the project. The steps are from Rifai et al. (2018), there are pre-production, storyboard, production and post-production. The duration of the video is approximately 6 minutes. The opening showed Gandrung statue as the icon of Banyuwangi, the plantation and the agriculture as the wealth of Banyuwangi and the location of AKA between KDS Mall and Sun East Mall. The body is divided again into three parts. First part showed the history of AKA, second part showed the destination, third part showed the packages that offer by AKA. Last, closing showed testimonial from three visitors and official social media of AKA.

In making this project, the writer faced some problems, such as when making the script of Banyuwangi and storyboard. She needs more references to write a good script and storyboard of promotional video. The writer searched from

the trusted websites to overcome the problems. Although facing some problems, the writer also got the advantages. First, she could understand how to give good ethics if we are collaborating with tourism management. Second, the writer could understand the steps of making promotional video. Third, the writer could improve her writing and grammar skills when making the script and storyboard.