

## SUMMARY

**Making Video as a Promotional Media of Ardial Pusat Oleh-Oleh Khas Banyuwangi**, Anissa Dwiyanti, F31191444, 2022, 31 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is a final project report entitled “Making Video as a Promotional Media of Ardial Pusat Oleh-Oleh Khas Banyuwangi”. The purpose of this final project was to make promotional video in bilingual for Ardial Pusat Oleh-Oleh Khas Banyuwangi that can inform local and foreign customers who want to visit the store and buy its products clearly. In addition, the store can also be more known by people.

To finish this final project, the writer collected data using four methods from Cresswell (2012). They were observation, interview, documents, and audiovisual materials. In addition, she also used a procedure that was proposed by Setiawan et al. (2017) who stated that there are three procedures of making a video. Those procedures are pre-production, production, and post-production. Pre-production is the process of preparing all the elements involved in a production stage. This stage includes analysis, scriptwriting, and making a storyboard. An analysis was related to hardware and software requirements that were used in making a promotional video. In scriptwriting, the writer wrote a script for the content of the video with Bahasa Indonesia based on the results of the data collecting process and then she translated it into English. After that, she made a storyboard to guided her in production process. In shooting process, she hired a videographer to help her in taking some photos and videos in the store using his camera. For the voice-over, she recorded her own voice by reading the English script. Then, the videographer combined the result of shooting and voice-over in editing step. The writer also needed the videographer to adding some backsound, color, and Bahasa Indonesia subtitle in the video. The last step is post-production. In this step, the videographer rendered the video into one whole and the writer uploaded the result in Google Drive. After that is testing the video. In this step, she shared a link of

Google Drive into an owner and her supervisor to get some feedbacks and edited it based on the feedbacks given. Then, the final result was given to the owner after edited the video based on examiners feedbacks. The video was uploaded and distributed by the owner to the social media of the store, such as Facebook (Ardial Banyuwangi), Youtube (Siardial Banyuwangi), and Instagram (@ardialbanyuwangi). The video was also given to English Study Program.

The writer experienced several struggles while working this final project. She needs to get good result in voice-over related to pronunciation and intonation, so she must record her voice many times and choose the good one as the final result. She also frequently communicated in editing process with a videographer, but unfortunately the videographer could not be fast in editing the video, although the writer needed the result quickly. So, she decided to find another editor that could be finish the video based on her timeline.

In addition, the writer also got some lessons while doing on this final project. She improved her pronunciation while doing voice-over step. Then, she practiced to communicate with others while doing the project and made her skill in communication increased. Besides that, she also learned how to use good grammar while writing a report and script.

In conclusion, the writer had several suggestions for the owner of Ardial Pusat Oleh-Oleh Khas Banyuwangi and English Study Program. For Ardial Pusat Oleh-Oleh Khas Banyuwangi, the store needs to renew their pack into zip lock types to make the products durable. For English Study Program, they need to increase the level of computer course to make students of English Study Program master computer skill and make students easy to finish their subject of final report.