

SUMMARY

Making a Video as Promotion Medium of Kejaya Handicraft Banyuwangi, Havizd Putra Nirwalangga, Nim F31191707, year 2022, 27 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li., (Supervisor).

The writer conducted this final project for 7 months with the title "Making a Video as Promotion Medium of Kejaya Handicraft Banyuwangi". The writer conducted a preliminary study in Kejaya Handicraft. Based on the preliminary study conducted by the writer, the owner said that Kejaya Handicraft had rarely uploaded videos on YouTube because they felt the content was in short duration and less attractive. The owner of Kejaya Handicraft needs a new promotional video with a detail concept so that the target market is interested in buying crafts at Kejaya Handicraft. Therefore, the writer made a video as promotional medium for Kejaya Handicraft which contains detail information in English version.

The writer did four steps of collecting data, they are interview, observation, documents, and audio-visual material. The writer interviewed owner of the Kejaya Handicraft and get more information about the history, vision and mission, craft materials, craft products, prices list, contact persons, testimonials, and awards. The writer also made direct observations in two places, namely the Production/Workshop in Tambong village and the Gallery/Showroom in Kedayunan village to see the activities, manufacturing processes, facilities, and locations. The writer also obtained several documents from the craft owners to strengthen the data that had been collected previously.

In making a promotional video, the writer adapted the steps from Hidayat (2016). They are pre-production, production, and post-production. The video will be divided into three part, there are opening, body and closing. In opening the writer showed the icon of Banyuwangi, festivals held in Banyuwangi, history, vision and mission, also place of Kejaya Handicraft. In the body the writer showed several

sections, starting from the process of making crafts, products, and price list of handicrafts. Then in the closing the writer provided information regarding the achievement by Kejaya Handicraft, testimonials, addresses, and social media of Kejaya Handicraft. The video is used English with duration around in 4 minutes, entitled "The Aesthetic of Kejaya Handicraft Banyuwangi".

The writer got many benefits from making on this Final Project, such as improving communication skills, writing skills, and computer skills. Making a Video as Promotion Medium of Kejaya Handicraft requires a lot of time, patience, effort, struggle and dedication. Hopefully this promotional video can provide many benefits for Kejaya Handicraft to sell and promote its products.