

SUMMARY

Making a Video as Promotional Media of Ayu Rezeki Park Leces Probolinggo
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Ayu Rezeki Park Leces Probolinggo is a man made tourism attraction that has been running for 5 years, but does not have a proper promotional media. Where the use of promotional media for a tour is needed so that Ayu Rezeki Park can be more widely known by the public. The writer made a final project for Ayu Rezeki Park entitled “Making a Video as Promotional Media of Ayu Rezeki Park Leces Probolinggo”.

The final project of the writer is a video of Ayu Rezeki Park entitled “Ayu Rezeki Park Leces Probolinggo”. In gathering the data, the writer did data collecting methods, there were interviews, observations, documents, and audiovisual materials. In doing interview, the writer conducted two times with the manager by visiting Ayu Rezeki Park. The writer asked eight questions to the manager, who were the founder and the manager of Ayu Rezeki Park, the establishment, the facilities provided, the operational hours, the kinds of flower, what was sold in the boutique as well as food and drinks at the Cafe of Ayu Rezeki Park, and the testimonial. After conducting the interview, the writer continued to conduct the observation. The writer did the observation directly at Ayu Rezeki Park, those were the location, activities, and facilities. After observation, the writer collected documents to obtain data from Instagram of Ayu Rezeki Park such as photos and video customers. Lastly, the writer took audio-visual materials. The writer hired a videografer to shoot various activities, attractions and facilities of Ayu Rezeki Park. The writer asked several people to give testimony about Ayu Rezeki Park and the writer also contributed in process of dubbing. The product was divided into three parts: opening, body, and closing. In opening, the writer showed an overview of Probolinggo and Leces Sub-district. In the body, the writer focused on activities, attractions and facilities at Ayu Rezeki Park Leces Probolinggo. In closing, the writer showed the testimony, contact person and the address of Ayu

Rezeki Park. The video was made in bilingual version, with the voice-over in English and subtitle in Indonesian.

The writer adopted theory from Rifai et al. (2018) for the steps; (a) pre-production, (b) storyboard, (c) production, and (d) post-production. The writer faced some problems in conducting this final project. The writer had difficulty in writing scripts informatively. In writing the script, the writer got feedback and validation from the supervisor and the manager.

Finally, the writer managed to finish the final project. Hopefully, the promotional video can support and give more information to all visitors about the Ayu Rezeki Park Leces Probolinggo.