

SUMMARY

Making a Promotional Video of Puncak Badean, Puja Aprianta Bieths, F31192469, 2022, 39 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. as a Supervisor.

This is the report of the final project entitled “Making a Promotional Video for Puncak Badean”. The aim of this final project is promoting and introducing Puncak Badean. This video provides detail information about Puncak Badean so that potential visitors can find out more information about Puncak Badean Jember. Based on preliminary study, the writer knew that Puncak Badean management needed some promotional media in the form of promotional video that could attract not only local but also international tourist. So, Puncak Badean management wanted the video promotion made in bilingual, English and Bahasa Indonesia. So, the writer decided to create the promotional video as the final project.

To complete the information needed by the writer in the process of making the video, the writer used the data collection method from Cresswell (2012), which is observation, interview, documentation and audio-visual material. In the process of video production, the writer used the procedure making video from (Rifai et al., 2018), there are three steps in making video including pre-production, production and post-production. In pre-production step, the writer made the storyboard and the script and in production step, the writer with the videographer goes to Puncak Badean and the videographer recorded the video based on the storyboard. And the last step is post-production, where the writer assisted by the editor to help the writer in the process of editing the video. After the video has been edited, the writer asked the management of Puncak Badean and also the supervisor to watch and review the video to be revised by the writer. After that the video posted on Puncak Badean Youtube Channel and also on the reels of Puncak Badean’s Instagram and Facebook accounts.