

SUMMARY

Making a video as promotional media for Deris Silver Export Jewelry Manufacture Denpasar Bali, Muhammad Prastha Wira Mahadika, F31192135, 2022, 42 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

The final project entitled “Making a video as promotional media for Deris Silver Export Jewelry Manufacture Denpasar Bali”. According to the writer's preliminary study, Deris Silver Export Jewelry Manufacture only has picture from the products at their social media such as Instagram, Facebook, and their website. This makes the writer decided to make a promotional video using English voiceover with Indonesian subtitles for more attracting local and foreign prospective customers. In this case, the writer used this situation as his final project.

To complete this final project, the writer used the method from Nugraha (2017). He explained that the promotional video creation process he should do in three steps. Pre-production - production - post-production. On pre-production, the writers created the storyboards, wrote the script in Indonesian based on the results of the collecting data process, translated it into English, and prepared the equipment to create the video. Filmed and edited by himself. For the narration, the writer read the English script and recorded his own voice. The final step is post-production. In this step, the writer rendered the file of the video in his MP4 format and uploaded the file to his Google Drive and save in his flash disk.

The writer found some difficulties in video production and in the script writing process because the writer had to consider the grammar and sentence structures to make a clear explanation of the promotional video. The writer also gets hard to take the product video because the owner always had a meeting when the writer wants to takes the product.

The writer learned several things in finishing this final project. The writer learned how to communicate with people and voiceover. The communication in the

interview with the owner and staff helped the writer increase his communication skill. After communicating the writer learned how to voice over and giving new experiences in voiceover.