

SUMMARY

Making a Promotional Video of Ida Batik Bondowoso, Dian Damayanti, F31191411, 2022, 38 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of Ida Batik Bondowoso”. The purpose of this final project was to make a video as a promotional media of Ida Batik Bondowoso. The video was used to promote Ida Batik Bondowoso products so that it can help customers find detailed information about the product easily and attract customers to buy the product. The owner said that she needed a video with bilingual version to make foreign and local customers understand the content of the video easily and get detailed information about Ida Batik Bondowoso.

In making the video, the writer used four methods for data collection. They were observation, interview, documents, and audiovisual materials. Then, she also used three procedures (pre-production, production, and post-production) to make a video. The pre-production stage was divided into three steps: basic concept, storyline, and storyboard. Basic concept contained an idea of how the video was designed. Storyline contained all the information made in the form of a script. In this step, she wrote a script containing all the information obtained in the data collection process, which was written in the Indonesian version and then translated into English. Meanwhile, the storyboard contained the visual design of the script. She also hired a videographer to help with the production stage. This stage was divided into two steps. First step was the process of making character images and video material. He helped the writer to take some pictures and videos. Second step was the process of making sound. The writer asked the video editor to add some instruments and voice-over to the video. For the voice-over, the writer was assisted by a voice actor. After that, the video editor combined the selected instrument with the voice-over into the video. The last stage was the post-production stage, divided into three steps: editing, compositing, and rendering. In the editing step, the video editor focuses on editing some images and videos. Compositing step was the process of editing voice-over, background, and adding Indonesian subtitles to the video. Then, the last step was rendering. In this step, he also

puts all files of the video into Google Drive. After the video was fixed, the video was given to the owner to be uploaded on Instagram (@idabatikbondowoso) and Facebook account (Farida Batik) of Ida Batik Bondowoso. The video was also given English Study Program, Jember State Polytechnic.

The writer faced various challenges while working on this final project. The first challenge was communicating with the owner when the writer wanted to confirm information. She must come directly to the home industry to confirm the information. The second challenge was the process of writing a report to match the grammar and sentence structure grammar. She should often try to learn through the guidelines and be careful in choosing some words by rechecking them through Grammarly. The last challenge was the video production process in Bondowoso City because many vehicles were passing by. The writer needed to maintain road safety and shot the scenes several times.

While working on this final project, the writer got several lessons. First, she was able to improve her ability to communicate with someone. Especially during the process of making the video, she interacted with many people. In addition, she was also able to improve how to write report well according to grammar and grammatical structure.

In conclusion, the writer has suggestions for the owner of Ida Batik Bondowoso and English Study Program. Hopefully, the owner can be active in uploading photos and videos with more detailed and interesting captions on the social media accounts of Ida Batik Bondowoso. Then, for English study program should provide students with more material related to computer skills, such as basic computer material on video editing, photo editing, and design. Because these skills can help students do the final project and meet the basic requirements when they graduate and apply for jobs.