

SUMMARY

Making a Promotional Video of Desa Wisata Alam Wonomerto Pasuruan,
Fajar Eva Sa'adah, F31192055, 23 pages, English Study Program, Politeknik
Negeri Jember, Enik Rukiati S.Pd., M.Pd. (Supervisor)

“Making a Promotional Video of Desa Wisata Alam Wonomerto Pasuruan” is the title of this final project. The objective of this final project is to make a video as the promotional media of Desa Wisata Alam Wonomerto. Desa Wisata Alam Wonomerto does not have promotional media, therefore the writer made a video as promotional media for Desa Wisata Alam Wonomerto which contains information and an explanation of this place and the promotional video uploaded on some social media.

In making the promotion video, the writer used three steps they are pre-production, production and post-production. The writer decided to use the procedure described by Danang (2018) because the process of making a promotional video were described in detailed steps procedures. The writer applied a subtitling version in this project, The audio was recorded in English, the subtitle provided in Bahasa Indonesia. This promotional video contained complete information about the beauty of Desa Wisata Alam Wonomerto in less than 5 minutes. This video is divided into three parts there are opening, content, and closing.

The first part of the video is opening, it introduces Pasuruan regency in general by showing the icon of Tosari and the information about the address of Desa Wisata Alam Wonomerto. The second part is a body, it tells a short history of Desa Wisata Alam Wonomerto. Afterward, it shows the facilities or accommodation and the tourist activities. The third part is closing, it persuades the tourist for coming to this places.

In conducting this final project, the writer faced a number of difficulties while doing this final project. The first challenge was in managing time in revising the report, the second challenge was related to the video duration being too long to upload on some social media such as Instagram and TikTok.

In conclusion, the writer had suggestion for the manager of Desa Wisata Alam Wonomerto and the English Study Program of Politeknik Negeri Jember. The writer suggested the manager to upload the promotional video that the writer made on her social media. The writer also gave a suggestion to English Study Program to add practices in computer courses, especially in video editing.