

SUMMARY

Making a Promotional Video of Tape 31 Jaya Souvenir Shop Bondowoso, Bima Eka Paksy, F31191887, 2022, Pages, English Study Program, Language Communication and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

Tape 31 Jaya is a manufacturer located in Bondowoso that produce tape along with another tape processed foods variant. This manufacturer has run its production for almost 50 years. Lack of a media to promote its products, the writer helped the owner of Tape 31 Jaya by making a promotional video for the company. It aims to be able to promote the products by showing the products through audiovisual media and hopefully can increase the market of Tape 31 Jaya Bondowoso. Not only for Tape 31 Jaya, this final project can be useful for the customer who watch the video, for the students of English Study Program as a reference, and last for the writer that can apply the skills he got from college.

The writer read several relevant literatures to help to write the final project correctly and make video precisely according to the needs. The literatures were about tape, promotional media, steps to make video, and bilingual. By understanding the literatures, the writer could apply them during the process of making the video.

The product was a promotional video that made in bilingual version, English and Indonesia. The location of the final project was in the souvenir shop and the production house of Tape 31 Jaya, using some necessary tools like a camera, a tripod, a laptop and many more. The writer was assisted with the photographer/editor to collect the material needed for the video. Before that, the writer collected the data using four methods : interview, observation, documentation, and audiovisual material. The writer took method both from (Apriliani et al., 2019) and (Sunarya et al., 2017) in making the video.

The writer collected information and data about Tape 31 Jaya by conducting face-to-face interview with the owner, observing directly to both places, taking screenshots from its Instagram account, and recording or shooting the video for scenes and footage. There were three steps in making the video : pre production(preparation), production(shooting), post production(Finishing). The video was made in 1080p HD resolution, the duration was 4 minutes and consisted of three parts : opening, main content, and closing. The writer faced a few of challenges. One of them was due to inability of the writer to make the video by himself, thus the writer asked a photographer/editor to make the video.

The writer got many advantages by doing this final project. The advantages were writing skill, communication skill, translation skill, and computer skill. The writer could apply the skills in doing this final project. Beside, the writer improved the skills in writing the script for the video. Furthermore, the writer knew the information about Tape 31 Jaya Bondowoso