

SUMMARY

Making A Promotional Video Of Sumber Mrutu Natural Spring Pool In Pandansari Village, Lumajang. Fiqih Azriel Hardinansya, F31191548, 2022, 51 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor)

The goal of this final project was to make a promotional video for Sumber Mrutu Natural Spring Pool. This promotional video provided information related to Sumber Mrutu natural tourism along with supporting facilities for tourists. This place was not only visited by domestic tourists but also international tourists. So that is why, this product used two languages in English with Indonesian subtitle.

In making this promotional video, the writer and the manager of Sumber Mrutu Spring pool discussed together to decide the best title which represented this place. Then, after the title was finished, the writer made the product. The writer used procedure from Hidayat et al (2016). The procedure from that expert was very easy to understand, detailed and easy to apply in the process of making promotional videos. According to that expert, there are three parts in making the videos: preproduction, production and postproduction. In preproduction, the writer wrote a script in Indonesian language, then after the script was approved by supervisor and manager, the script was translated into English. After that, the writer made a storyboard to guided him for making the product. In production, he was taking the video by himself using Smartphone camera. For the voice over itself, he read the English script and he recorded his voice. Next is the last step of postproduction. From that expert, in postproduction, there were four activities. The first was capturing. In this step the writer moved the video file from Smartphone into notebook. Second was editing. In this part, the writer edited the video used Camtasia Studio. Next was mixing. In this part, the writer added his voice dubbing and cinematic music on his promotional video. The last was finishing or exporting video into MP4 file.

After the MP4 file has done, the product could be copied in CD room for English Department and the link Google Drive for POKDARWIS (*Kelompok Sadar Wisata*) Pandansari Village. This promotional video has good impact for continuity of Sumber Mrutu becomes international destination in Lumajang Regency. Besides that, this video helped the manager to re-promote Sumber Mrutu after pandemic Covid 19. By using two languages, English and Indonesian subtitle, this video is easy to accept by other people. During the process of making the product, the writer got several problems. The first problem was about his articulation in voice dubbing. Sometimes, his articulation was clear and not in his record. For solving that problem, he conducted pronunciation training with his supervisor and his supervisor gave him link online dictionary (Macmillan Dictionary) to make him easy in practicing pronunciation at home. The next was challenge during making the promotional video. The challenge was about his notebook. Sometimes the notebook was not responding for editing the video. For better condition, he sometimes turned off his notebook for several hours to rest the notebook.

This promotional video has an important role in re-building Sumber Mrutu shining like the opening year on 2020. It is hoped that with this promotional video, Sumber Mrutu can rise again and become a better destination in Lumajang Regency. This destination has good tourism potential and is able to compete with other natural tourism in Lumajang Regency. For English study programs, it is better to adding the courses that are relevant with final project like as a multimedia, so that the students who's on last study their final project. They can choose the product videos are not confused and can work quickly and graduate on time.