

SUMMARY

Making a Video as Promotional Media of Batik Tenggeran Probolinggo, Danne Eka Syahputra, F31181126, 2022, 31 pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd (Supervisor).

The report of the final project entitled Making a Video as Promotional Media of Batik Tenggeran Probolinggo. The title of the video is The Beauty of Batik Tenggeran. The project was made because on the preliminary study was conducted by the writer, according to the owner of Batik Tenggeran, they only use social media Facebook and websites as promotional media to attract consumers. Website promotion media has been inactive and for social media Facebook only contains photos such as products, events, visits by foreign or local residents and product display space. The owner said that Batik Tenggeran does not have promotional media in the form of videos in English with Indonesian subtitles. The promotional video in English with Indonesian subtitles will be very useful for Batik Tenggeran because the video will make it easier for the owner to attract foreign and local tourists during batik events or batik celebration days. Based on these problem, the writer made promotional media in the form of a video in a bilingual version because it makes it easier for foreign and local audiences to understand Batik Tenggeran information such as addresses and products. Therefore, the viewers get information about the product they are going to buy. This promotional media in form video is in bilingual version, English and Indonesia to make the foreign and domestic viewers understand the video easily.

In making this final project, the writer had conducted some data collecting method, namely interview, observation, document and audio-visual. The writer also applied from Fajar in making the product. Pre-production, production and post-production are three steps adapted in making this promotional video.

The writer divided the video into three parts, the first part is opening was showing the title of the video, the Probolinggo in general and the culture. The second part of the main content shows location, technique to making batik, tools,

type of fabric Batik, the meaning of batik motif and step of making batik. The last part of closing shows the advantages and address of Batik Tenggeran. This video has a duration of about 5 minutes with a bilingual version, English and Indonesian.

In finishing this final project, the writer got some problems such as grammar in making the script, can not shoot and edit by himself. In addition, the writer hired a voice-actor so that the explanations in the video are easily understood by foreign tourists and local residents. Besides some problems in making this final project, the writer also got some advantages such as increasing English skill in writing and knowledge about batik.