

## SUMMARY

**Making a Video of Promotion for Oktav Language Course in Situbondo,** Gunawan Purnama Putra, NIM F31190692, 2022, 26 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. (Supervisor).

Course institutions as non-formal education providers have a significant role in supporting formal education, especially for learning foreign languages. Situbondo is a district in East Java that has many language courses. One of them is Oktav Course. The writer did a preliminary study to catch information related to promotional media by interviewing the owner and found that Oktav Course already has some promotional media such as brochure, flyer, booklet, WhatsApp, owner's Facebook (emilda oktav), Instagram (oktavcourse), Youtube (Oktav course), and the official website (oktavcourse.wixsite.com). However, the information that already exists is not enough to promote the course institution. Therefore, the owner asked the writer to make a promotional video that can introduce and promote Oktav Course.

In the process of making the promotional video, the writer had to collect more data about Oktav Course by using data collecting methods proposed by Cresswell (2012). The methods are interview, observation, documents, and audio-visual materials. In interview, the writer asked about the history of Oktav Course, the vision and mission, age of the students, facilities, course program, types of classes, price, achievement, and the advantages of taking course at Oktav Course. In observation, he observed the facilities and its condition along with the activities at Oktav Course. In documents, he collected documents about the vision and mission of Oktav Course, learning activities at Oktav Course, reviews from the students, the location and maps of Oktav Course. In audio-visual materials, he took videos related to the office of Oktav Course, the staffs, and the learning activities directly at Oktav Course.

Afterward, the writer continued to the next step, which was producing the promotional video. In making the promotional video, the writer adapted the steps of making video proposed by Cahyadi (2019). There are five steps of making video. Those are analysis, design, development, implementation, and improvement. In

analysis, the writer brainstormed about the idea for the promotional media needed by Oktav Course. The writer proposed the idea of making a bilingual promotional video and the owner agreed to it. In design, the writer created the concept of the promotional video and decided to choose the hidden narrator concept along with interesting video shoots in the promotional video. The writer listed and wrote a note of data collecting methods, and then created the script and storyboard. In development, the writer gave the script to the owner of Oktav Course and the supervisor for review and feedback. The writer received feedback from both of them and revised the script. In implementation, the writer arranged a schedule with the owner to shoot the activities. In improvement, the writer gave the draft video to the examiner, supervisor and the owner for a review and correction. The writer revised it according to the suggestion given. Once approved, the writer transferred the data to the DVD-RW and gave the product to the owner of the Oktav Course and Language, Communication, and Tourism Department.