

SUMMARY

Making a Company Profile Video of D'Safier Tour and Travel Jember, Angga Irsanto, F31141096, 2020, 30 pages, Language, Communication and Tourism Department Politeknik Negeri Jember, Agus Setia Budi, S.Pd, M.Pd as a supervisor and Nila Susanti, S.Pd., SS. as a member supervisor.

Nowadays, tourism becomes the important thing for human life. The level of public demand for tourism services is getting higher. The most people who travel have the purpose of having fun or releasing fatigue. Traveling is no longer an ordinary thing but a necessity in society; it has even become a lifestyle. Therefore, there is travel service that can help people to facilitate their tourism needs called travel agent. Travel agent is a company providing travel service which offers the product and service in managing and planning the tour. In Jember, there is a travel agent called D'Safier Tour and Travel.

As a travel agent, D'Safier Tour and Travel has services and products offered. Thus, this travel agent needs promotional media to introduce and promote its services and products. D'Safier Tour and Travel has website, brochure, and booklet as its promotional media. However, those promotional media is not effective enough to promote the tourism object. Therefore, the writer decided to make a company profile video as new promotional media for D'Safier Tour and Travel. The purpose of making a company profile video of D'Safier Tour and Travel in order to offer its services and products because video is a kind of promotional media which contains with audio and pictures that can describe and represent the information clearly.

The company profile video of D'Safier Tour and Travel was presented in three parts; opening, content, and closing. In opening, the writer showed the city center of Jember and kinds of tourist attraction in Jember. In content, the writer showed all products and services provided by D'Safier Tour and Travel. In closing, the writer showed some videos of tour activity that had been held by D'Safier Tour and Travel and it was continued by showing the contact person. In making the video, the writer adapted procedures proposed by Lyver (2001) that

are pre-production, production, and post production. Additionally, the writer did collecting data by interview, observation, documentation and audiovisual material to complete the information related to the video and report.

The the result of collecting data was applied in making the video. First, the writer determined the target audience based on the result of preliminary interview. Second, the writer arranged planning and budgeting based on observation result. Then, the writer also made storyboard and script to complete the content of the company profile video After that, the writer checked equipment needed for shooting, it was continued by doing shooting process. Thirdy, the writer edited the video based on the result of documentation and audiovisual such as adding supporting video and inserting the voice of the writer. The last, the writer burned the video to CD to give to D'Safier Tour and Travel. The writer did all processes above by himself as the cameraman and editor.

In conducting this final project, the writer faced some problems which were process of writing the script, pronouncing the word, and designing something. By those problems, the writer could apply some materials that had learned such as pronunciation, translation, structure, and computer subject. The writer also felt motivated to make the result of company profile video better. The writer hopes that this company profile video can beneficial for D'Safier Tour and Travel and others.