

## SUMMARY

**Making A Promotional Video of Historical Sites in Lumajang**, Dina Permatasari, F31161648, 2019, 48 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Vigo Dewangga, S.S, M.Pd. (Supervisor).

Each country has tourism destination to attract visitors to come, for example Indonesia. Indonesia has many kinds of tourism destinations either natural or created to attract the visitors. Lumajang is one of the examples of potential city. Lumajang is located in East Java. Lumajang is a small city that has an icon there is banana and called "*Kota Pisang*".

Besides, Lumajang has some historical sites that interesting to visit. The popular historical sites in Lumajang are Pura Mandhara Giri Semeru Agung, Biting site, and Kedungsari site. Those places are in different locations. First place Pura Mandhara Giri Semeru Agung is located in Jalan Serma Dohir, Senduro District. Second, Biting site is located in Kutorenon village, Sukodono sub district. Third, Kedungsari site is located in Kedungmoro village, Kunir sub district. Those three historical places have characteristic to attract the visitors.

In this chance, the writer makes a promotional video about historical sites in Lumajang. To promote and give information to both local and foreign visitors who come to visit Lumajang. This video was completed with the subtitle to make local visitors easy to understand.

In making the video, the writer use procedure of Folliard (2017). In the procedure stated eight steps such as, come up with a concept, writing script, perform pre-production planning, shoot the video, edit the video, code the video, optimized the video, and promote the video. By adopting this procedure it help the writer to make the video organized.

The video contains of three parts. Those are opening, body, and closing. The opening shows the icon of Lumajang. Then the body consists of the history, facilities, and location of Pura Mandhara Giri Semeru Agung, Biting site, and Kedungsari site. The last part is closing. In this part the writer asked for the young generation must take apart to protect the culture from extinction time by time.

The writer also gives suggestion for the Tourism and Culture Department of Lumajang that they should take action to keep the historical places. Because it can attract the visitors to explore more in Lumajang. Next was for the custodians of each historical site. For the preparation, the custodians could learn English if there were visitors from abroad. Last for English study program. The writer suggests adding material about editing video in computer subject. So, it useful for the student was interested to make a video in their final project.