

SUMMARY

Making a Promotional Video of Rolla Batik Jember. Nuke Trisa Kartika, F31170951, 2020, 27 Pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd, M.Pd. (Supervisor)

This is the report of final project entitled “Making a Promotional Video of Rolla Batik Jember”. The project was made because Rolla Batik have not promotional video. In addition, the writer had difficulties in making the video band by using a promotional video, every people could know detail information about Rolla Batik.

The writer used four data collecting methods, there were Interview, Observation, Documentation, and Audiovisual Material. The promotional video was presented in three parts; opening, content and closing. In opening, the writer started by showing the icons of Jember and the detail location of Rolla Batik by showing a zoomed picture from Google Map. In content, the writer explained and showed the history and physical condition of Rolla Batik, batik collection, the motifs that Rolla Batik has, and the process of making batik. In closing, the writer explained media of promotion that they use to sell their product and the testimony from customer of Rolla Batik. After that, the writer gave the contact information of Rolla Batik and gave salutation the parties concerned in the video making.

In finishing this project, the writer found many difficulties and challenges. The writer found a problem when making script of the video. The writer needed to learn in many references about how to write good script. Furthermore, the writer got knowledge about batik information especially for Rolla Batik such as process of making batik and kinds of batik motifs that become specialty of batik motifs produced by Rolla Batik. Moreover, the writer’s writing skill improved by making a script of the video and bilingualism by translating the script from Bahasa Indonesia to English.