

SUMMARY

Making a Company Profile Video of *Kampoeng Kita* Hotel and Waterpark in Probolinggo, In Wulantika, F31161768, 2019, 31 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Asep Samsudin, S.Pd. M.Li. (Supervisor).

The hotel industry in Indonesia has grown so fast along with the development of the Indonesian tourism sector. Nowadays, there are many hotels in Indonesia which have a lot of facilities that can fulfill the needs of tourists who stay in the hotel. This hotel industry has spread in all parts of Indonesia including in East Java. East Java is one of provinces in Indonesia which also has a lot of hotels either star hotels or non-star hotels. It shows that the investments of hotel industry was quite conducive in every area in East Java, one of them is in Probolinggo.

Probolinggo is a regency in East Java which has many hotels. One of hotels in Probolinggo is *Kampoeng Kita* Hotel and Waterpark. *Kampoeng Kita* Hotel and Waterpark is a hotel that only used brochure, website, instagram and facebook as a promotional media. Those promotional media couldn't attract and increase the number of visitors to visit and stay in *Kampoeng Kita* Hotel and Waterpark. Based on this condition, the writer has idea to make a company profile booklet or video of *Kampoeng Kita* Hotel and Waterpark. Then, the writer discussed with General Manager of this hotel to make a company profile booklet or video and the General Manager asked the writer to make a company profile video. Therefore, the writer chose to make a company profile video as the product of final project. This company profile video can help *Kampoeng Kita* Hotel and Waterpark promote the hotel to the public and increase the number of visitors to stay there.

In this final project, the writer made a company profile video as a promotional media. This company profile video has been made in English version with Indonesian subtitles. This company profile video contains complete information about *Kampoeng Kita* Hotel and Waterpark. The company profile video was divided into three important parts those are opening, content, and closing. The opening of video showed the front and surrounding view of the hotel,

the history and the location of the hotel. The content of video showed the lobby and reception desk, all room types, facilities and activities in the hotel. The last part or closing, it showed the contact info of the hotel so people could get more information about the hotel from the contact info.

In making a company profile video, the writer did four steps of data collecting methods to collect complete data for the final project. The four steps were interview, observation, document and audiovisual materials. For making a company profile video, the writer did five steps. They were pre-production, production, post-production, evaluation and finishing the product. When making the product, the writer asked cameramen to shoot *Kampoeng Kita* Hotel and Waterpark and asked someone to do a dubbing as the narrator in the video. The writer also acted as model in the video and always accompanied cameramen during shot the hotel. The cameramen as editor also edited the video to make the video more attractive and interesting. Afterwards, the writer showed the result of the video to her supervisor and the General Manager to get some comments and make the video better. Then, the writer finished the product by burning the video from laptop to the CD - RW. Finally, the writer could finish this final project. The writer hopes that this company profile video can help *Kampoeng Kita* Hotel and Waterpark promote the hotel and attract people to visit and stay in the hotel.