

SUMMARY

Making a Promotional Video of Padepokan Seni Alang - Alang Kunitir in Banyuwangi. Della Ajeng Suryaningsih. F31160602. 2019. 43 pages. Language, Communication and Tourism Department. Politeknik Negeri Jember. Fitri Wijayanti, S.Pd. M.Pd. (Supervisor).

Banyuwangi is one of the regencies located at the eastern most of Java Island. Banyuwangi also has many places that help develop a culture in Banyuwangi especially in the field of the traditional dance studio (Sanggar). The definition of 'studio' in the Indonesian Dictionary is a place for art activities (KBBI,2008) In other words, the term Studio can be interpreted as a place or means used by a community or group of people for art activities such as dancing, painting, crafting or acting. Dance is a beautiful rhythmic movement as an expression of the human soul, by observing the elements of space and time. The beauty of dance comes from the motion, born of a moving, rhythmic and soulful body. One place that can support for doing this activity is the studio because it is the key success of mastering this skill.

The product of this final project is a Promotional Video with the title The Majestic Dance Studio in Purwoasri Village Banyuwangi. This promotional video explains about the place, activities, facilities, achievements and events of Padepokan Seni Alang-alang Kunitir. This video would be divided into three parts including opening, body, and closing. The owner explained about the development of Padepokan Seni Alang-alang Kunitir every year. He explained that the society's enthusiasm was increased. The example there were so many parent's that registering their children to be a member of Padepokan Seni Alang-alang Kunitir. They said that Padepokan Seni Alang-alang Kunitir had a good coach for dance. So it could make them confidence and comfortable.

Finally, the writer could finish the final project although it took a lot of time and energy. The writer hopes that the product that she has made can be usefull for all people especially for everyone who wants to know about dance studio in Banyuwangi. Thus, it could help promote Padepokan Seni Alang-alang Kunitir.