

SUMMARY

Making A Company Profile Video of Ijen View Hotel Resort & Resto, Nensi Novadirista, F31170331, 2020, 54 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nanik Mariyati, S.Pd, M.Pd (Supervisor).

Making A Company Profile Video of Ijen View Hotel Resort & Resto is the writer's final project. This hotel located in Jalan KIS Mangunsarkoro number 888, Bondowoso. Ijen View Hotel Resort & Resto has problem in developing the hotel. They difficult to increase the number of room occupancy. Ijen View Hotel Resort & Resto only has brochure and social media (website, instagram) to promote the resorts. But, the media do not give complete information for the visitors. So, the writer was offered to make a company profile video as one of media to show more information and real condition of Ijen View Hotel Resort & Resto. In making this final project, the writer used four data collecting methods. Those are interview, observation, documentation and audio-visual material. After conducting four data collecting methods, the writer also used three components in making the profile video, those are Preproduction, Production and Postproduction.

This company profile video consists of 3 parts. Those are opening, content, and closing. For the opening of the video shew the view of Ijen View Hotel Resort & Resto from top by drone then the front view of Ijen View Hotel Resort & Resto and giving greeting, tagline of Ijen View Hotel Resort & Resto. The content of the video shew the room types with the facilities, swimming pool, café, restaurant, ballroom, partisi room and public facilities in Ijen View Hotel Resort & Resto. For the closing of the video, it showed the manager of the hotel persuaded audiences to make Ijen View Hotel Resort & Resto to make their resting place then the video shew the

information about reservation of the hotel. The duration of making this profile video was 7 minutes.

In making this product, the writer hired the videografer, models and staff of Ijen View Hotel Resort & Resto. After the product finished, the writer went to meet the supervisor of this final project to complete the product. After that, the writer burned the complete result of profile video from computer into Flashdisk. After the result of company profile video finished, the writer went to Ijen View Hotel Resort & Resto to distribute the company profile video product. In addition, the writer also suggests to upload this result of company profile video on the social media.

Based on the explanation above, the company profile video was required by Ijen View Hotel Resort & Resto as an additional media. The writer made a company profile video as a media that provided complete information about Ijen View Hotel Resort & Resto. Hopefully, this company profile video can provide complete information to the visitors.