

SUMMARY

Making a Promotional Video of Museum Huruf Jember, Saqifah Dayana Setiyo Budi, NIM F31190708, 22 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Renata Kenanga Rinda S.Pd., M.Pd (Supervisor).

The final report of the **Making a Promotional Video of Museum Huruf Jember** project, named Museum of The Alphabet. This final project was made to help this final project to promote, give the needed information, and attract people to Museum Huruf Jember. According to a pre-elementary study, Museum Huruf Jember has a cafe for visitors to relax after seeing the collection from Museum Huruf Jember. Even though the place is quite strategic, the number of visitors is still low. Thus the writer decided to make a promotional video for Museum Huruf Jember.

The writer used four steps of the data collecting method observation, interview, documentation, and audio-visual materials. In the interview, the writer asks for and gets information related to the history, the facilities, the collection, the vision and mission, the advantages, and the contact person. In the observation, the writer got data about the location, the entrance fee, facilities, and the collection of Museum Huruf Jember. Audio-visual material data step related to videos and pictures about Museum Huruf Jember for the product.

This final promotional video project was done in two languages, English and Indonesian, which means the voice-over, used English and the subtitle used Indonesian. The duration of the product is about 5 minutes. This promotional video was divided into three parts such as opening, content, and closing, for the procedure was divided into pre-production, production, and post-production.