

SUMMARY

Making Video as a Promotional Medium for Homestay Doho Jember. Ulfa Denadia, F31191664, 33 pages, Department of Language, Communication and Tourism, Politeknik Negeri Jember, Renata Kenanga Rinda, S.Pd., M.Pd. (Supervisor).

This final project aims to make a promotional video for Doho Homestay Jember. This promotional video has information related to this inn, such as room rates, the number of room types, and the facilities owned by Doho Homestay. The marketing target of Doho Homestay is local tourists and foreign tourists. In making this promotional video, the writer cooperates with one of the staff in charge of determining the title and creating scripts for this promotional video.

In making the video, the writer used the procedure from Hidayat et al., (2016). After being approved by all parties from Doho Homestay and the Supervisor, the script was made into English. The first step is capturing, where the writer and videographer sort the video results to choose the best results. The second step is editing. The videographer does the editing, but in the process, the writer also gives directions on the resulting video's appearance. The third is mixing between video and audio voice-overs. The CD containing the video was then handed over to the English study program, and the Google Drive itself was handed over to Doho Homestay. Videos submitted to Doho Homestay will be uploaded to Doho Homestay's social media, Pesona Jember, and the writer's personal social media account. This promotional video has a high promotional value, where the content of this promotional video discusses everything about Doho Homestay, which is not owned by the videos that Doho Homestay owns.

The use of two languages in this video was an additional value that this promotional video has where not only foreign tourists but also local tourists can understand the contents of this video. The role of this promotional video is very important. It is hoped that this video can help the number of visitors to Doho Homestay increase compared to before.