

SUMMARY

Making A Company Profile Video of Paiton Resort Hotel, Nayla Sa'idatul Mar'ah, F31161594, 2019, 41 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Vigo Dewangga, S.S, M.Pd (Supervisor).

Making A Company Profile Video of Paiton Resort Hotel is the writer's final project. This hotel located in Jl. Raya Surabaya Situbondo km. 140 Paiton, Probolinggo. Paiton Resort Hotel has problem in developing the hotel. They difficult to increase the number of visitors. Paiton Resort Hotel only have brochure, social media (facebook, 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 Paiton Resort Hotel. 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 showed the front view of Paiton Resort Hotel, the location of Paiton Resort Hotel, and short description about Paiton Resort Hotel. The content of the video divided into 3 scenes. The first scene showed about Paiton Resort Hotel 1, the room types with the facilities, and restaurant in Paiton Resort Hotel 1. The second scene showed about Paiton Resort Hotel 2, the room type with the facilities, and the cafe in Paiton Resort Hotel. The third scene activity that tourist can do in Paiton Resort Hotel beach and the meeting room in Paiton Resort Hotel. For the closing of the video, it showed information about the telephone number, email, and blog of Paiton Resort Hotel. The duration of making this profile video was 7 minutes.

In making this product, the writer hired the videografer, models and staff of Paiton Resort Hotel. 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 CD (Compact Disk). After the result of company profile video finished, the writer went to Paiton Resort Hotel to distributed the company profile video product. In addition, the witer also suggest to upload this result of company profile video on the Youtube channel.

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