

## SUMMARY

**Making a Promotional video of Northern beach in Banyuwangi**, Dita Herlambang Prianto, F31160413, 2019, 35 Pages, English Study Program, PoliteknikNegeriJember, Nanik Mariyati, S.Pd, M.Pd. (Supervisor)

This is the report of the final project entitled “Making a Promotional Video of Northern beach in Banyuwangi”. The project was made because of Dinas Pariwisata Banyuwangi want to develop beach in the Northside. They need a promotional media in the form of promotional video. In addition, they do not have promotional media related about northern beach in Banyuwangi.

In making this final project, the writer needed supporting data to complete this final project and the writer did some collecting methods such as interview, observation, documentation, and audiovisual material. The promotional video was divided into three parts; opening, content and closing. In opening, the writer started by showing panorama view of tourism object and greeting to the viewers. In content, the writer explained the information related about those tourism object and showed the facilities, and activities. In closing, the writer explain the experience on every tourism destination that has visited and persuade viewers to come. After that, the writer gave salutation to the parties concerned in the video making.

In finishing this video, the writer found many difficulties and challenges. The writer found a problem when making script and storyboard of the video. The writer needed to learn about how to write good script of promotional video. Besides that the writer also got advantages by doing this promotional video like he improved his speaking skill and his pronunciation.