

SUMMARY

Making A Company Profile Video of Handayani Restaurant at Paiton Probolinggo, Hotimatul Hikmah, NIM. F31160116, Year 2019, 32 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S, M.Pd (Supervisor).

Making A Company Profile Video of Handayani Restaurant at Paiton Probolinggo is the title of this final project report. The reason why the writer chose this project, because Handayani Restaurant needed an effective and updated promotional medium which provided complete information about Handayani Restaurant. The writer chose Company Profile Video because the manager of Handayani Restaurant asked the writer to make it.

In making this final project, the writer needs to gather the information about Handayani Restaurant. Therefore, the writer used four steps of data collecting method. There are interview, observation, documentation, and audiovisual materials. Furthermore, the writer used the procedures of making company profile video from Haq (2015) such as pre-production, production and post production.

This company profile video was made in three parts. The first part is opening. The opening shows the company's logo, location and short history of Handayani Restaurant. The second part is content. The content is divided into three scenes. The first scene shows the facilities of Handayani Restaurant. The second scene shows the menu of Handayani Restaurant. Then, the third scene shows about the services of Handayani Restaurant. For the closing, it showed information about impression words, telephone number, website, and social media of Handayani Restaurant.

In making this product, the writer hired a cameramen, models and staff of Handayani Restaurant. After the product finished, the writer went to meet the supervisor of this final project to shows the product. Then, after the video finished, the writer burned the video to the DVD or CD by using Nero Star Smart software. Next, the witer gave the product to Handayani Restaurant. Afterwards, the writer suggested to upload the company profile video on the website of

Handayani Restaurant.

Based on the explanation above, the company profile video was required by Handayani Restaurant as an additional media. The writer made a company profile video as a media that provided complete information about Handayani Restaurant. Hopefully, this product can be useful for Handayani Restaurant as a promotional medium to attract more visitors, especially foreigners.