

SUMMARY

Making a Promotional Video of East Beaches in Situbondo. Fabiana Fitriasari. F31161262. 2020. 43 pages. Language, Communication and Tourism Department. Politeknik Negeri Jember. Enik Rukiati, S.Pd. M.Pd.(Supervisor)

Situbondo has many beaches, especially in Banyuputih District. They are Bama Beach, Balanan Beach, and Bilik Sejile Beach. They are about 38 km from the central of Situbondo. The potential of the three beaches are mangrove forest and the beautiful coral. By looking at the potency of the three beaches, it is necessary to have a promotional media to increase the interest of tourists to visit. The writer make a promotional video in bilingual version (English and Indonesia) to promote three beaches in the eastern part of Situbondo as a final project, because this promotional video can be used to attract domestic and foreign tourists to visit Situbondo.

In making the product, the writer used the data collecting method from Wajih (2017), they are interview, observation, and documentation. In line with Wajih, Cresswell (2012) states that there are one type of data collecting method is audiovisual material. Then, the writer also used the procedures of making a promotional media from Ruffell (2011), they are identifying purpose and strategic goals to the story, pre-production, production, post production, and last is distribution and marketing.

The video contain information about Bama, Balanan, and Bilik Sejile Beach such as the condition, facilities, and tourist attraction. The duration of the video around 9.14 minute, and it will divided into three parts those are opening, body, and closing. In the opening, the writer gave short description about Situbondo and showed the situation of the three beaches. In the body, the writer showed the object one by one start from Bama beach, then Balanan beach and the last is Bilik Sejile beach with all the facilities and the activity over there. In the closing, the writer persuade to attract the tourists to visit and enjoy the beauty paradise of east beach in Situbondo.

In the result of collecting the data, the writer got several information about the three beaches, such as the condition of the three beaches, and the ticket price of the three beaches. The writer also got information about the activities that can do by the visitors, the facilities that are available, and how the access to the three beaches. In making this promotional video, the writer hired cameramen to take video directly in the three beaches. First, the writer make a script in bilingual version (Bahasa Indonesia and English), the writer also make a storyboard. Next, the writer directly take video at the three beaches, start from Bama beach, then Balanan beach, and last is Bilik Sejile beach. The writer helped by cameramen edited the video until finishing. Last, the writer gave the video to the supervisor to get feedback, then the writer revised the video based on suggestion from supervisor to make it better.

Situbondo Tourism Department and Baluran National Park needs new version of promotional media to promote the three beaches to local and foreign tourist. So, the writer helps Situbondo Tourism Department and Baluran National Park makes a new version of promotional media that is promotional video as their media promotion to promote the three beaches. In finishing this project, the writer got some problems as well as some new knowledge application. The writer did not have skill in making promotional video, so the writer should hired cameramen to help the writer in finishing this project. Hopefully this promotional video can be usefull for some parties. This promotional video can be used as media promotion for Situbondo Tourism Department and Baluran National Park to promote the three beaches, and it also can be used as references for students of English Study Program who will conduct similar project especially in making promotional video with different object.