

SUMMARY

Making a Video as a Promotional Medium of InnBox Capsule Hotel Jember, Mas Ilham Rivaldo, F31201066, 2023, 60 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor).

The final project report entitled “Making a Video as a Promotional Medium of InnBox Capsule Hotel Jember” This final project shows the quality of a brand’s product to build consumer interest and trust in the InnBox Capsule Hotel Jember product, increase the number of local and foreign visitors, and help tourists finding information about InnBox Capsule Hotel Jember easily. Based on the preliminary study, the management of InnBox Capsule Hotel Jember was interested in making promotional media to create a new image of this hotel. Therefore, the writer decided to make a promotional video intending to show the existence of products to build confidence and believe in increasing sales of products or services.

To finish this final project, the writer used a procedure proposed by Sunarya et al. (2021), who stated that there are three processes for making a video. Those steps are pre-production, production, and post-production. Furthermore, the writer also adapted the delivery process from Hunowu (2021). In making this video, the writer prepared the tools and materials, wrote a script simultaneously in Bahasa Indonesia and English based on the results of the data-collecting process, and made a storyboard based on the script with the same scenes. The writer did the activities of making a video all by himself. The skills applied were photography, editing, and communication skill. The InnBox Capsule Hotel Jember video results were uploaded on social media such as Instagram and Youtube.

The writer faced various challenges throughout the process of making a video. First, the struggle to find a place to get scenes in tobacco and coffee plantations around Jember or even in the villages all day repeated video capture due to unexpected video quality. Second, there were difficulties in the interviews

and testimonials because there were no visitors at that time. Third, the challenges were from the technical errors everyone experiences when editing videos, such as adjusting every sound scale, such as back sound, voiceover, the video's sounds, the exact subtitle position, and the short-length video scenes.

Besides, the writer also discovered new things while working on this final project. The writer learned the various uses of hotel facilities and managerial, also visitor's satisfaction during the data collection process. The writer also learned about video shooting techniques starting from choosing the right angle and scene to meet the suitability that has been made in the script and storyboard.