

SUMMARY

Making a Promotional Video for Satrio Manah Batik Tulungagung, Anggi Risqi Amalia Susanto, F31200267, 2023, 28 pages, Language, Communication, and Tourism Departmen, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

The purpose of this final project is to make a promotional video for Satrio Manah Batik Tulungagung. Based on the preliminary study the writer did, the owner wanted his batik to be better known by many people. He said that having an English promotional video with an Indonesian subtitle can help customers become interested in his products and more well-known in the society. In addition, by having a bilingual promotional video, the owner expected the target customer to be wider, not only local but also foreign customers.

To finish this final project, the writer collected data using four data collecting methods. They were observation, interview, documents and audiovisual materials. She also used three procedures in making a promotional video, namely pre-production, production and post-production. In the first step, the writer began with determining the idea, scriptwriting and made a storyboard. In the second step, she took photos and video related to the storyboard. There were also three planning steps in production, namely visual, multimedia and audio planning. In the last step, she conducted the editing process. She hired an editor to help her the video. After that, there was a finishing step. In this step, she exported the video and gave it to the supervisor and the owner. After the video was revised, it was given to the owner to be uploaded on Instagram (@batiksatriomanah) and Facebook (Batik Stario Manah).

The writer found several challenges while working on this final project. First, she was not careful in writing and revising the report, so it took a long time to do revisions. In addition, she also faced challenges in communicating extensively with the owner. The owner was busy and she needed to reschedule the interview. The last challenge was she took the photos and videos in Satrio Manah Batik. During the first day of video shooting, she could not take many videos due

to the limited facilities and activities that could be explored. As a result, she decided to take the video on another day.

There were several lessons that the writer learned while doing this final project. First, the writer was able to learn how to build communication with other people, such as with the owner, editor, and voice-over talent. In addition, she could also improve her writing skills when writing script and report. She can also improve her skills in making better and more attractive video.

At the end, the writer had several suggestions for the owner of Satrio Manah Batik and English Study Program. For the owner, she hoped that the owner also added short videos to make buyers more interested in buying the products. For English Study Program, hopefully this study program provides a lot of practice related to the creation of promotional media that will be used in the final project.