

SUMMARY

Making a Promotional Video of Yoko Batik Tampo Banyuwangi, Fia Asfarini, F31201851, 2023, 55 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (Supervisor).

This is a report of final project entitled "Making a Promotional Video of Yoko Batik Tampo Banyuwangi". This final project was made because Yoko Batik Tampo Banyuwangi needs a promotional media to promote its products. This final project explains about the information of Yoko Batik Tampo Banyuwangi, such as the process, the kind of batik, the motifs and the other product can attract more customers local and foreign customers. So, the writer decided to make a promotional video in two languages English and Bahasa Indonesia to promote Yoko Batik Tampo Banyuwangi products.

To finish this final project, the writer used a procedure that was proposed by Wibowo (2007) in making the video. The steps are Pre-Production, Production, and Post-Production. In collecting the data as the material for creating this final project, the writer used the data-collecting method from Creswell (2012), which is observation, interview, document, and audio-visual material.

During the completion of this final project, the writer got many benefits from making this final project, such as improving writing and grammar, speaking, and editing skills. Making a promotional video of Yoko Batik Tampo Banyuwangi requires a lot of time, patience, effort, struggle and dedication. Hopefully this promotional video can provide many benefits for Yoko Batik Tampo Banyuwangi.