

SUMMARY

Making Video as a Promotional Media for Batik Tulis Soedjono Lamongan, Febriyanti Nur Sa'adah, F31200094, 2023, 67 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd (Supervisor).

This is the report of the final project entitled "Making Video as a Promotional Media for Batik Tulis Soedjono" for the video entitled "The Artistic of Batik Tulis Soedjono Lamongan". This final project aimed to develop marketing and quality promotions to help customers find information about Batik Tulis Soedjono products. Based on the preliminary study that the writer did, Batik Tulis Soedjono needs video as a promotional media using bilingual versions of English and Indonesian. So, the writer made a promotional video for Batik Tulis Soedjono as the final project.

To finish this final project, the writer used the procedure that was proposed by Aji and Nugraha (2019) in making the video, which they stated included pre-production, production, and post-production. The steps were basic concept, storyline, storyboard, the process of making character images and video materials, the sound-making, editing, compositing, and rendering. Meanwhile, to collect the data as the material for creating the video, the writer used four-step collecting method from Cresswell (2012). they are observation, interview, documents, and audio-visual material.

During the completion of the final project, the writer found difficulties and challenges. The writer has difficulty in making products because the writer has limited skill in designing videos, so the writer hired an editor to make the video. In addition, the writer also has difficulty with pronunciation, so the writer asks a friend to help with the voiceover. Not only that, the writer has challenges in translating the script. The writer has difficulty in grammar and choice of sentences used to make it easier for the viewer. The writer can overcome these difficulties using the Grammarly application to help check grammar.