

## SUMMARY

**Making A Video As Promotional Medium Of Batik Ki Ronggo Home Industry Bondowoso**, Resti Aprillia, F31201850, 2023, 61 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Enik Rukiati S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to make a video as promotional medium of Batik Ki Ronggo Home Industry with entitled “A Magnificent of Alluring Charm Batik Ki Ronggo Home Industry”. The video provided information about batik Ki Ronggo home industry. The owner wanted to show her products not only to local people but also for wider community or other countries.

Collecting data was needed in making video of this final project. The writer took several steps: observation, interview, document, and audio-visual material. The content of batik Ki Ronggo home industry was divided into three parts. The first part is opening that contains overview and slight history of batik Ki Ronggo home industry. The second part is body that contains product, motifs, and slight process to make batik. The third part is closing that contains price of each product and awardee. In addition, the writer adds information about contact person, social media of batik Ki Ronggo home industry.

There were procedures of making video: basic concept, pre-production, post-production. This promotional video in a bilingual version, Indonesia as subtitle and English for voice-over. The writer faced some challenge when doing this final project in grammatical errors that need proofreader to make sure whether the script is correct or not. Furthermore, the writer did not know how to take the picture, shoot videos, and edited. So, the writer hired videographer and editor to do it. On the other hand, the writer got several challenges. There was about communication and managing time with the owner and supervisor. Lesson learned that writer got while doing this final project is the writer needed to fully comprehend and the instructions before wrote the report and made the product, the writer learned being voiceover in the video promotion is not easy. Moreover, the writer learned how to communicate and negotiate with the owner of home industry and videographer.