

SUMMARY

Making a Video for Promoting Aldy's Cemara Batik, Sofi Nur Malita, NIM F31201792, 2023, 44 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. (Supervisor).

The final project report is entitled "Making a Video for Promoting Aldy's Cemara Batik Pasuruan". The writer conducted a preliminary study about existing promotional media in Aldy's Cemara Batik. The result of the preliminary study showed that Aldy's Cemara Batik has no promotional media to promote its product. The owner stated that he has difficulty promoting his product because almost promotion activities on his social media used Indonesian and he had limited communication with foreign customers. Since Aldy's Cemara Batik has an international market, which is Japan and China, it will enable its product to reach a wider market. Therefore, the owner needs to promote in English. The writer conducted this final project to help the owner solve the problem of dealing with promotional content in English.

In finishing this final project, the writer collected data from Aldy's Cemara Batik home industry. The writer did four steps of data collection methods proposed by Creswell (2012). Those are observation, interview, documents, and audiovisual materials. The writer did observation by coming directly to the location and observing the location, facilities, products, and activities. The writer interviewed the owner to collect data related to the history, the process of making batik, other products produced rather than batik fabric, the favorite product, the latest awards, and the contact person of Aldy's Cemara Batik. The writer collected documents to strengthen the previously collected data. The documents collected are from the Instagram account and in the owner's collection. The documents related to the pictures of each product and the latest awards that have been obtained by Aldy's Cemara Batik. The writer took audiovisual materials with the cameraman's help. These data were used for the content of the video.

The writer continued to make the video using three stages proposed by Aji & Nugraha (2019). Those are pre-production, production, and post-production. In

the pre-production stage, the writer did three activities, they are making a basic concept, creating a storyline, and storyboard. In the production stage, the writer did two activities, they are making character images and video materials and making a sound of the video. The third stage is post-production. The writer conducted three activities, they are editing, compositing, and rendering. Finally, the writer could finish the final project. The final result of the video is uploaded on Aldy's Cemara Batik's Instagram account. In conclusion, the promotional video can help Aldy's Cemara Batik to promote its products and expand its market reach both domestically and foreign.