

SUMMARY

Making a Video as a Promotional Medium of Negi Batik Tulis Majapahit in Mojokerto, Zakia Amrina Rosyadah, F31201006, 2023, 33 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Suyik Binarkaheni S.Pd., M.Li. (Supervisor).

The final project report entitled “Making a Video as a Promotional Medium of Negi Batik Tulis Majapahit in Mojokerto” purposed to promote the products of Negi Batik Tulis Majapahit. This video contains information about the batik home industry, which could attract customers and ease them to buy the product. Based on the preliminary study, this batik home industry needed a bilingual video to promote the products broader. Thus, the writer made this video for Negi Batik Tulis Majapahit as her final project.

While completing this final project, the writer used four data-collecting methods. They included observation, interviews, documents, and audiovisual materials. Therefore, she also applied three video-making procedures: pre-production, production, and post-production. The pre-production process had three steps: basic concept, storyline, and storyboard. The basic idea was to develop the basis of content. The storyline contained messages and information descriptions in a script written in Bahasa Indonesia and English. And storyboard was the visualization of the script. In the production process, the writer hired a videographer to realize the video concept. This stage was divided into two steps. The first step was making character images and video clips into digital objects. This step was taking the video assisted by the videographer. The second step was making sounds as background music. This step was recording the voice-over and searching for the instrument. While recording the voice-over, the writer used her voice with assistance from the videographer. Then in searching for the instrument, she selected the free-copyright audio. In the post-production process, there were editing, compositing, and rendering. The editing process was editing the images and videos according to the storyboard. The compositing process was blending the video and sound. This step was editing the voice-over and back sound and adding Indonesian subtitles to the video. The rendering process was assembling all the elements from the production

process. This step produced the final video, which needed feedback from the supervisor and the owner. After the video was fixed, the writer gave it to the owner to be uploaded on the YouTube account (Negi batik majapahit Mojokerto Heni Yunina).

The writer had several challenges in finishing this project. First, communicating with the owner via WhatsApp wasn't easy. So, the writer sent a message directly or went to the batik industry to ask. Second, in taking the video, the writer lacked the footage of two batik motifs which were Candi Bajang Ratu Motif and Gajah Mada Motif. To solve it, the writer replaced the footage with the photo motif on Negi Batik Tulis Majapahit's Instagram.

The writer learned several things while doing this final project. The writer did record the voice-over with proper pronunciation, intonation, and stress. In addition, she learned how to write a concise, cohesive, grammatical, and correct report according to the guidelines. The final lesson taught the writer to communicate well with the owner and the videographer to finish this promotional video.

In conclusion, the writer had some suggestions for the owner of Negi Batik Tulis Majapahit, English Study Program, and Student of English Study Program. The owner should post good-quality images or videos with exciting content and detailed explanations. In addition, the writer suggested to hire social media officer for managing the social media. English Study Program should add lessons about computers, video editing, picture editing, or designing since these abilities might benefit students in the profession. The students of English Study Program should more learn and practice a lot in several subjects which were *Aplikasi Komputer*, *Media Development*, and *Content Creation*.