

SUMMARY

Making a Video as a Promotional Medium of Nyok Kopi Coffee Beans Package Bondowoso, Marshanda Salsabila Putri, F31201224, 2023, 48 Pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li. (Supervisor).

This final project report entitled "Making a Video as a Promotional Medium of Nyok Kopi Coffee Beans Package Bondowoso". This final project aimed to make a video as a new video promotional medium improvement. The owner said he required a new promotional video to reach more customers, gain more sales, and build a business network since the previous video needed more information about the product. Accordingly, the writer made this promotional video to be a new improvement video promotion for Nyok Kopi Coffee Beans Package.

In making the promotional video, the writer used four data collection methods. They were observation, interview, documents, and audiovisual materials. Furthermore, she also three procedures for making promotional videos namely, pre-production, production, and post-production. The pre-production contained three steps: video concept, storyline, and storyboard. The video concept had an outline of the video, such as the promotional video title, the duration, and the language to be used. The storyline contained information based on the data collection. The writer made the storyline in the form of a script, and she wrote the storyline script based on the data collection. The writer made the storyline in Indonesian script and translated into English. The production contained two steps, namely video-making and sound-making. The writer hired a videographer to assist her in this step. The first step was video-making. In this step, the writer accompanied the videographer in taking footage for the promotional video. The second step was sound-making. In this step, the writer recorded the voice-over and searched for free copyright back sound for the video. The writer asked the videographer to add the voice-over and back sound. The last procedure was post-

production. It contained editing, compositing, and rendering. In the editing step, the videographer focused on editing the footage and the voice-over. Compositing was combining subtitles, transition effects, video effects, and voice-over. Last, in the rendering step, he combined all the aspects into one file. Then, the writer uploaded the file to Google Drive. After the video was approved, the video given to the owner to be uploaded on Instagram (@nyokcoffeeindonesia) and YouTube (NYOK ENTERTAINMENT). In addition, The writer also gave the video to English Study Program.

The writer faced several challenges in finishing this final project. The first challenge was the communication between the writer and the owner when the writer wanted to ask for information. In this condition, she decided to go directly to the offline store. The second challenge is the far distance between each of the places. In this condition, she went to the offline store early by making an appointment with the owner.

In finishing the final project, the writer learned several lessons. First, she improved her communication skill with someone in making the promotional video. Second, she learned to manage her time while finishing the final project.

The writer gave a suggestion to the owner of Nyok Kopi Coffee Beans Package to frequently update their social media, so the new customer will get detail information about the product. Moreover, the writer gave a suggestion to the students of English Study Program to reinforce their skill related to computer skill, so the students can finish their final project and used while apply a job.