

SUMMARY

Making a Video as a Promotional Media of Hariyani Batik Langon Ambulu Jember, Muhammad Ardino Ganang Pratama, F31181837, 2023, 49 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd (supervisor)

Batik Hariyani is one of the home batik industries located in Jember. It is called Batik Hariyani because Hariyani is the name of the owner. Located in Langon Village, Ambulu District. The author conducted an interview with the owner of the Hariyani Batik home industry in April 2020 research to obtain information about Hariyani Batik. During the interview the author gave several questions to the owner about batik production at Hariyani Batik Langon Ambulu such as production, customers and promotions. The author chooses promotional media in the form of videos because promotional media has advantages such as introducing products in a fun way, making products look quality.

Promotional video is a medium for informing a product with an electronic visual process so as to attract consumers. Promotional videos aim to publish products and services to potential consumers to be able to direct consumers to a higher level of conversation so as to attract potential consumers to use the product or service. In making videos This promotional writer will use two languages, namely English for foreign customers and Indonesian for local customers. Bilingualism is the habit or manners of using two languages in the language of the speech community.

In making this promotional video final project, the writer used methods such as interviews, observations, documents, and audio-visual materials as data collection methods. This promotional video is divided into 3 parts, namely opening, body and closing. The first part displays several Jember icons and several pieces of the journey to the Langon Ambulu batik location. The second part shows the process of making batik and the products produced by Hariyani Batik Langon Ambulu. The last section contains additional information about Hariyani Batik Langon Ambulu such as social media accounts, cellphone numbers and locations of Hariyani Batik Langon Ambulu. The format used by the author in making this

promotional video is MP4 with a duration of 5 minutes, the results will be presented on a CD drive and will be uploaded on YouTube.

The advantages of this promotional video explain the process of making batik from start to finish and also show several examples of batik motifs produced by Haryani Batik Langon Ambulu. The author has difficulty in terms of grammar. To reduce grammatical errors, the writer consults with the supervisor to check the grammatical errors made writer. The writer also uses an online application to check for grammatical errors in this promotional video report. The challenge the writer faces is that the writer has to explain in detail the information about Haryani Batik Langon Ambulu to be effective transmitted to the audience. The author makes this promotional video unique and interesting so that customers are interested in buying Haryani Batik Langon Ambulu products.

The writer suggests the owner of Haryani Batik Langon Ambulu owners can use this promotional video to promote their batik products and also for English study programs. The writerr suggests computer courses so that more activities in the video field include editing and graphic design because so far no action has been taken on this. The goal is that students can work on their thesis without having to hire a supplier which also reduces production costs graduation project.