

## SUMMARY

**Making a Promotion Video of Persemaian Permanen Garahan Sidomulyo Jember**, Annisa Regina, F31202097, 2023, 47 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed. (Supervisor).

This is the report of the final project entitled “Making a Promotion Video of Persemaian Permanen Garahan Sidomulyo Jember,” entitled “Fabulous PPG Sidomulyo Jember.” The aim of this final project was to develop the marketing and quality of promotion to help the customer find information about the tourism of PPG Sidomulyo Jember. Based on the preliminary study that the writer did, Persemaian Permanen Garahan Sidomulyo Jember needed a video as promotion media in two languages, English and Bahasa Indonesia So, the writer made a promotion video for PPG Sidomulyo Jember as her final project.

To finish this final project, the writer used the procedure proposed by Molenda (2003) in making the video with ADDIE Model, which stated that there are five steps for this final project, making a video promotion. The steps were planning Analysis, Design, Development, Implementation, and Evaluation. Meanwhile, to collecting the data as the material for creating the video, the writer used four step data collecting method from Cresswell (2012). They are Observation, interview, document, and audio-visual material.

During the completion of this final project, the writer gained more knowledge, such as interpersonal skills in conducting the interview and observation, negotiation skills with the manager Persemaian Permanen Garahan Sidomulyo Jember, writing skills in writing the report, translation skills in creating the script, pronunciation ability as a voiceover, and making a video for her final project. Besides that, the writer faced some challenges in collecting the data, being a cameraman and an editor. Finally, the writer could finish this final project. The writer hopes this promotion video can help PPG Sidomulyo Jember to promote and attract the tourist to visit.