

SUMMARY

Making a Promotional Video of Girli Batik Lumajang, Bening Ambarwati, F31201345, 2023, 34 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of Girli Batik Lumajang”. This final project aims at improving the quality of promotions at Girli Batik and helping customers to find information about Girli Batik Lumajang. Based on the preliminary study that the writer conducted, this batik home industry required videos as promotional media in two languages, namely Indonesian and English. In this case, the writer made a promotional video for Girli Batik Lumajang as her final project.

Then, to complete this final project, the writer collected data using four methods. The methods used are observation, interview, document, and audiovisual material. Apart from that, she also used three procedures in making videos from Tama *et al.* (2017). These procedures are pre-production, production, and post-production. Pre-production is the start of the procedure. The writer made an idea, scriptwriting, and storyboard in this step. The idea contains determining the video title, the language used in the video, and the contents of each part of the video. At the same time, scriptwriting contains the making of the video script. The writer wrote the manuscript in Indonesian based on the results of the data collection process and translated it into English. Then proceed by making a storyboard. After that, she hired a videographer to help her in production process, especially in the process of making a video concept. In this step, the videographer helped the writer to take several videos and photos using his camera. While making the back sound, the writer asked the videographer to add several instruments and voiceovers. For voiceover, she recorded her voice using a smartphone while reading the English script. Then, the videographer combined the voiceover results with the selected back sound. The final step is post-production, in this step, the videographer focused on transferring the video file, editing it, and adding Indonesian subtitles. After that, she transferred the video file according to the selected format and then uploaded the file to google drive. Then,

the video will be given to the owner to be uploaded on their social media, such as Instagram (@girlibatik), Facebook (Batik Tulis Girli Lumajang), and YouTube (Girli Batik).

The writer faced various challenges during the process of making this video, especially when recording the voiceover. While writing the script, the writer must re-correct the grammar used to give good results about the promotional video to attract viewers. The writer also learned several things while working on this final project. She has improved her communication and interaction skills, especially when conducting interviews with the owner and negotiating with the videographer. She also learns about how to pronounce English correctly when voiceover. In addition, she also improves her ability to determine the correct grammar when writing proposal.

Last, the writer has some suggestions for the student of English Study program, the owner of Girli Batik Lumajang and the English Study Program. For students of English Study Program can learn about videos from the beginning both independently through the internet or better learn directly from someone more experienced in the video field. The owner of Girli Batik Lumajang should continue to update their social media and add some content to keep customers interested. For the English study program, it is hoped that can improve lessons and practice about computer skills to help students complete their final projects later.