

SUMMARY

Making a Promotional Video of Pia Kepel Jember Home Industry, Rimadhona Desi Kanaratri, F31181464, 2023, 36 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S. Pd., M. Pd, (Supervisor).

Pia Kepel Jember is located on Gajahmada street, alley 28, no 46, Kaliwates, Jember regency. This home industry was pioneered by Mr. Sulaiman and Ms. Indah in 2011. This home industry was established because it was to develop innovations in the form of pia in general. There is incomplete information about the variant flavor, price, and how to order. The owner wanted a promotional video because he wanted to promote his product to the public. Based on the information above, the writer decided to make a promotional video.

Promotional videos are business videos with the aim of promoting and introducing your products and services to customers. This video contains information about Pia Kepel Jember an original product from Jember. The making of this video aims to promote the product Pia Kepel Jember and introduce the product to the local and internasional.

The product for this final project is a promotional video for Pia Kepel Jember. In making promotional videos to attract both local and internasional customers, the writer would create bilingual version This video is 7,2 minutes long and available in bilingual: Indonesian and English. This promotional video is made by applying four steps of data collection methods such as interview, observation, document, and audiovisual materials. For making a promotional video applied three steps such as pre-production, production, and post production.

In making this final project, the writer made a promotional video for Pia Kepel Jember home industry entitled "The Uniqueness of Pia Kepel Jember". This promotional video is divided into three parts such as opening, content, and closing. In opening section showed the view of Jember. In content section showed Pia Kepel Jember production. In closing section, showed contact person and testimonial. In making this promotional video, the writer also experienced several challenge. First, the writer had difficulty determining a schedule with the owner. Second, the writer had difficulties making the script and translating it into English and grammar.

Third, the writer had difficulty narration must be fluent and clear. The final result of this promotional video would be submitted to the owner of Pia Kepel Jember, the supervisor, the Department of Language, Communication, and Tourism, and library State Polytechnic of Jember. The writer suggested the owner used this promotional video in various events and for English Study Program to giving additional knowledge about video editing and booklets in computer course.