

SUMMARY

Making a Video as Promotional Media of Mastery English Course Lumajang, Nur Aisyah Maharani, F31200079, 2023, 46 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

The title of this final project is “Making a Video as Promotional Media of Mastery English Course Lumajang”. The final project aimed to promote and increase the number of students in Mastery English Course. Based on the preliminary study that the writer did, Mastery English Course needed a bilingual video as their promotional media to upload to their social media account, such as Instagram (@mec.englishcourse) and Facebook (@Mastery English Course). In this case, the writer made a promotional video for Mastery English Course as the writer’s final project.

The writer collected the data using four methods to finish the final project. That were observation, interview, documents, and audio-visual materials. The writer observed the general condition of the course, the facilities, and the course activities. In the interview, the writer asked about the history, the facilities, the activities and programs, the classes, and the price related to the course. In documents, the writer collected documents about the teaching-learning activity of the course; also, the writer collected some video and text reviews from Instagram and Google Maps accounts of the course, and took some information about the location of the course and contact persons on their Instagram accounts. In audio-visual materials, the writer took photos and videos of the course, the photos that were taken are related to the facilities of Mastery English Course. Besides, the video that was taken is related to teaching-learning activities, the course, the classroom, and the student of the course. In addition, the writer used three procedures in making the video: preproduction, production, and postproduction. After the video is done, the owner of Mastery English Course will upload it to their social media accounts to promote and increase the number of students in the course.

The writer faced some challenges in making the video, especially in making the schedule to meet with the owner of the Mastery English Course. Also, the long distance for the owner to reach the course institution. Besides, the writer learned several things in making the video, the writer improved her writing skill in making the final project. In addition, the writer improved her ability in using good and proper grammar while making the proposal. Last, the writer had some suggestions for the owner of Mastery English Course and English Study Program. For the owner, the writer suggested using the video as their promotional media in promoting the course institution, also aimed to increase the number of students of the course. the writer hopes that Mastery English Course has been active in updating the information of the course institution.