

SUMMARY

Making a Promotional Video of PT. Fox Arumax Indonesia, Rona Ardliana Faizal, F31190854, 2023, 42 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

The final project entitled “Making a promotional video of PT. Fox Arumax Indonesia”. According to the writer's preliminary study, PT. Fox Arumax Indonesia only has picture from the products at their social media such as Instagram. This makes the writer decided to make a promotional video using English voiceover with Indonesian subtitles for attracting local and foreign prospective customers. Based on statement the writer decided to make a video promotional because the video shows the real condition that is containing complete information also in today’s era. A video is more acceptable and interesting to watch

To complete this final project, the writer used the method from Prachihara (2017). She explained that the promotional video creation process she should do in three steps. Pre-production - production - post-production. On pre-production, the writers created the storyboards, wrote the script in Indonesian based on the results of the collecting data process, translated it into English, and prepared the equipment to create the video. The writer hired someone for filmed and edited. For the narration, the writer read the English script and recorded her own voice. The final step is post-production. In this step, the writer rendered the file of the video in his USB and uploaded the file to her Google Drive.

The writer found some difficulties in video production and in the script writing process because the writer had to consider the grammar and sentence structures to make a clear explanation of the promotional video. The writer also got difficulties to take the product video because the writer found out that PT. Fox Arumax Indonesia’s crew always busy and the writer must look out their free time.

The writer learned several things in finishing this final project. The writer learned how to communicate with people and voiceover. The communication in the

interview with the owner and CEO helped the writer increase her communication skill. After communicating the writer learned how to voice over and gave new experiences in voiceover. The writer also gave suggestion for English, Communication and Tourism Departement, the writer thought that they need to add more practice for computer skills that can reduce budget who wants to conduct similar project.