

SUMMARY

Making A Video As A Promotional Medium Of Kusuma Indah Tour and Travel, Desyra Putri Salasunniqmah, F31200030, 2023, 46 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Enik Rukiati,S.Pd., M.Pd. (Supervisor).

The final project is a promotional video for Kusuma Indah Tour and Travel, titled "Maximize Your Trip With Us." The video, based on data collected, aims to provide clear explanations about services and customer satisfaction. The video consists of three parts: opening, content, and closing. The opening showcases Kusuma Indah Tour and Travel's location, profile, history, facilities, tour packages, and potential tourist destinations. The content includes a photo gallery, testimonials, social media, contact information, credits, and barcode. The video was produced in a bilingual version, with Indonesia as subtitle and English as the voice-over.

The writer faced grammatical errors and had to hire a videographer and editor to complete the project. However, they also faced challenges in communication and managing time with the owner. The lessons learned include understanding instructions, being a voiceover in video promotion, and managing time effectively. Overall, the final project provided valuable insights into Kusuma Indah Tour and Travel's marketing strategies and marketing strategies.

The writer conducted data collection for a final project, including observations, interviews, documents, and audiovisual materials. The first stage involved visiting Kusuma Indah Tour and Travel's office and observing activities, facilities, and services. The second stage involved interviewing the owner to gather information about the company's history, tour packages, facilities, appreciation, awards, contact person, and testimonials. The third stage involved using Google Earth to visually detail the location and obtaining videos from Instagram. The final stage involved audiovisual materials, recording activities in the office and recording facilities. An experienced videographer was hired to ensure optimal visual quality and collaborate on the pre-designed storyboard.

The promotional video was created to promote Kusuma Indah Tour and Travel, offering several advantages, including the latest information about the agency, a barcode for easy booking, bilingual options in Indonesian and English, and support from Adobe Premiere and Adobe Audition. However, the video needs to be updated to include updated information about Kusuma Tour and Travel Agency and its services. The writer faced challenges in creating a script and storyboard, as well as becoming a director for the video. Despite these challenges, the final project successfully incorporated the information gained from the data collection process.

Kusuma Indah Tour and Travel should use social media for promotion and promotional videos to increase customer numbers. The English study program should evaluate and improve teaching materials for courses related to media development, content creation, computer skills, writing, and translation, ensuring students' final projects align with the program's objectives.