

SUMMARY

Making a Video as Promotional Medium of Gubyab Batik Banyuwangi, Adinda Wulandari Lailiyah, F31202051, 2023, 24 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M. Pd. (Supervisor).

This is the final project report titled “Making a Video as a Promotional Medium of Gubyab Batik Banyuwangi”. Based on the preliminary study conducted by the writer in March 2023, the writer made this final project to fulfill the need for promotional media for this home industry that was previously unavailable. The owner of Gubyab Batik explained that he introduced his batik products through offline and online activity. The offline store is located at the owner's house in JL. KH. Moh Tohir, Sidotentrem, Yosomulyo, Gambiran, Banyuwangi, East Java, where there is a small gallery and a batik production site. Meanwhile online store, the owner has three social media accounts namely Instagram (@gubyab_official) Facebook (Hotimlimok), and WhatsApp (082331502526) both accounts are still active at this time. The Instagram account of Gubyab Batik has several photos of batik products displayed with a brief explanation of the product and the price of the product has not been written down. Meanwhile, the Facebook account also displays some of the products for sale, some batik production activities by the owner, and the owner's activities. Based on the conditions above, the writer will make promotional media in the form of a video about Gubyab Batik Banyuwangi.

In the data collecting process, the writer collected the data through Observation, Interviews, Documents, and Audiovisual Materials. Those data are then used as content in a video. The video is divided into three parts; introduction, body, and closing. The first part is the opening. The writer showed the video title, Banyuwangi as a beautiful city and a part of the process of making a Gubyab Batik. The second part is the body. The body showed the motif, the process of making batik, and the products of Gubyab Batik. The last part is closing. The writer showed

awards, gallery, documentation, logo, website, contact person, and credit and salutation. The duration of this video was approximately six minutes.

The video was made using the step Maryati & Purnama (2013) which consists of planning production, shooting, voice recording, capturing, video editing process, rendering, and burning disk. In finishing this final project, the writer faced several challenges. First, in making the video the writer did not understand how to make the video. Second, the writer had a problem with the owner, the owner often misunderstands when the writer asks for information about his industry. The writer hopes the promotional video a promotion media can help the owner of Gubyab Batik Banyuwangi to promote the products not only to local customers but also to foreign customers. The writer also hopes that this final project can be used as a reference for students in the English department especially those who will be conducting similar final projects.