

SUMMARY

Making a Video as a Promotional Medium of Kemiri Village Tourism, Anisa Casey Nabila, Nim F31202282, year 2023, 27 pages, English Study Program, Politeknik Negeri Jember, Julien Arief Wicaksono, S. Pd., M. Pd., (Supervisor).

For seven months, the writer conducted this final project titled “Making a Video as a Promotional Medium of Kemiri Village Tourism”. The writer conducted a preliminary study; the manager said that Kemiri Village Tourism has longtime does not upload videos on their social media, especially Instagram, because they are too busy. The manager of Kemiri Village Tourism needs a new promotional video with a detailed concept so that tourists can know about their destinations in Kemiri Village Tourism. Therefore, the writer made a video as a promotional medium containing detailed information about Kemiri Village Tourism in English version.

The writer did four steps of collecting data, and they are interviews, observation, documents, and audio-visual material. The writer interviewed the manager of Kemiri Village Tourism and get more information about the history, detailed information about their destination and facilities, the latest progress of kemiri village tourism, prices list, contact persons, and testimonials. The writer also made direct observations in several places, namely Mushroom House, information place, Jember Coffee Centre, Kampung Kemiri, to see the activities, product manufacturing processes, facilities, and locations. The writer also took photos as documents to strengthen the data that had been collected previously.

In making a promotional video, the writer adapted the steps from Kusuma et al., (2020). They are pre-production, production, and post-production. The video is divided into four parts: opening, greeting, body and closing. In the opening, the writer showed some iconic places in Jember and information place Kemiri Village Tourism. In the greeting, the writer shows a pole with the words Kemiri Village Tourism and give the welcoming word. After that, for the body, the writer shows the main destination in Kemiri Village Tourism with explain of the history, the destination, and the tour packets in Kemiri Village Tourism. Then in the closing,

the writer provides information testimonials, addresses, and social media of Kemiri Village Tourism. The video used English for the audio and Bahasa Indonesia for the subtitle with a duration of around 5 minutes, entitled "Fun Experiences in Kemiri Village Tourism".

The writer got many benefits from making this Final Project, such as improving communication skills, writing ability, editing skills, and speaking skills. Making a Video as a Promotional Medium of Kemiri Village Tourism required a lot of time, patience, energy, effort, struggle, and dedication. Hopefully, this promotional video can provide many benefits for Kemiri Village Tourism to provide interesting information to prospective tourists who want to get into the excitement of Kemiri Village Tourism.