

SUMMARY

Making A Promotional Video of Flodista Gallery Bondowoso, Debi Aswinsyah Sholawati, F31180604, 2021, 29 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S, M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Promotional Video of Flodista Gallery”. The project was made by the writer because Flodista Gallery needed promotional media in the form of a promotional video after done the interview with the owner. Flodista Gallery does not have promotional media to support the promotion of their product. Flodista Gallery only uses a marketplace Tokopedia and social media like Instagram to promote their products, but this media does not have detailed information about the products, only price description, and pictures of the product. In addition, they had difficulties in making the video and by using a promotional video everyone can know detailed information about the Wooden Craft of Flodista Gallery.

In making this final project, the writer needed some supporting data to complete the final project and the writer has done interview, observations, documentation, and audiovisual material. The promotional video presented in three parts; opening, content, and closing. The first part of this video showed an overview of the city of Bondowoso and show the location of the Flodista Gallery with Google Maps and how to get there by addressing the road with a video. Then, add it with an explanation of woodcraft in general before the core for general knowledge. In the second part of this video, the writer showed contents detailed information about Wooden Crafts in Flodista Gallery Bondowoso, the situation of the production site, the history of Flodista Gallery, the types of products and their details, the tools and the process for making products. In the last part of this video, the writer showed additional information and contact of Flodista Gallery also e with the statement from the owner of Flodista Gallery Mr. Frans.

Making a promotional video of Flodista Gallery took so much time, patience, effort, struggles, and total dedication. In process of content making, the writer had to apply English skills such as writing and speaking in order to produce good narration in the video. Hopefully, this video gave many benefits for Flodista Gallery to sell and promote the Wooden Craft of Flodista Gallery more to the world.