

## SUMMARY

**Making A Video as A Promotional Media of Keripik Pisang UD. Raja Rasa Pasrujambe, Lumajang,** Niar Floraida, NIM F31171873, 2020, 24 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li (Supervisor).

This is the report of final project entitled “Making a Video as Promotional Media of Keripik Pisang UD. Raja Rasa Pasrujambe, Lumajang”. The project was made because UD. Raja Rasa had limited promotional media and needed promotional media in the form of a video to make their promotion more attractive and effective. Therefore, I decided to help the owner of UD. Raja Rasa to make a promotional video. Every people could get detail information about UD. Raja Rasa when watching this video.

In making this final project, the writer needed supporting data to complete this final project. The writer did interview, observation, documentation, and audiovisual material. In making this promotional video, the writer did 8 steps, they were coming up with a concept, writing the script, performing pre-production planning, shooting the video, editing the video, coding the video, distributing and optimizing the video, and promoting the video. The video was divided into three parts; opening, content, and closing. In the opening was showing about the district square of Lumajang generally while explaining the icon of Lumajang, the popular tourist destination in Lumajang and followed by the iconic food of Lumajang. The content of video shows about front view of UD. Raja Rasa and followed by all the process production of banana chips in UD. Raja Rasa. The closing of video showed the distribution process of banana chips, the contact person of the owner, and followed by testimonial from the customer. The video uses English language for speakers and Bahasa Indonesia for subtitle, and the video had been made by Adobe Premiere Pro 08.

When making the video, the writer asked the cameraman to shoot and edit the video to make the video more attractive. Besides, the writer did recording the audio for

dubbing. After that, the writer showed the video to her supervisor and the owner of UD. Raja Rasa to get some comments and make the video better. Then, the writer was helped by the editor to finish the video by burning the video into CD format.

Finally, the writer could finish this final project and find many difficulties and some problems in conducting this product, such as in translating the script into English and making the concept to make the video more interesting. The writer hopes that this promotional video can help UD. Raja rasa promote and introduce the product and attract the customer to come. Finally, it can increase the product sales in UD. Raja Rasa.