

SUMMARY

Making a Video as a Promotional Media of Agrowisata Gading Asri Jember, Nabila Nur Wahyuni, F31200379, 2023, 55 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd., M.Li. (Supervisor).

"Making a Video as a Promotional Media of Agrowisata Gading Asri Jember" was the title of the completed project. Only a summary of the product is available on Gading Asri Agrotourism's social media accounts, such Instagram. This prompted the business owner to create a promotional video with Indonesian subtitles and an English narration in an effort to draw in both domestic and international clients. Based on this assertion, the choice was taken to produce a promotional video as it successfully depicts actual circumstances with comprehensive facts that also apply to the modern day. Watching a video is more acceptable and engaging.

In order to finish this final project, the writer applies Nugraha (2017) methodology. He clarified that there were three procedures he needed to follow in order to create a promotional video. Production, post-production, and pre-production. Based on the findings of the data collecting process, the writer created a storyboard, translated it into English, and set up the necessary equipment for the video's pre-production. The script was written in Indonesian. The writer hired an editor for dubbing using voice over text and to do the editing. After manufacturing, there is one last stage. The writer uploads the movie file to Google stick and transforms it into a USB stick in this phase.

The writers had several challenges when creating scenarios because they had to create clear and interesting sentences, so they could explain the promotional video clearly. While working on this final assignment, the writer gained experience of researching new information that he had never encountered before and became a video director who provided direction and guidance in making videos and editing videos. A recommendation was also made by the writer

to the Department of English, Communication, and Tourism. The writer thinks that offering more computer skills training to people who want to make promotional videos will enable them do it on a smaller budget.