

## SUMMARY

**Making A Promotional Video of Kemiren Tourism Village in Banyuwangi**, Devy Yusman Pandita, F31151720, 2019, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

Tourism becomes one of the important things that cannot be separated from the human needs. All people need to travel to refresh their mind by enjoying many kinds of tourism. Java Island is well known with the tourism destination such as mountain, beach lake waterfall, and tourism village. East Java is region with tourism potential that interesting compared to other surrounding provinces. A lot of cities in East Java were already explored, but some cities should be promoted to attract the tourists to visit.

Banyuwangi has many kinds of tourism object include nature tourism, historical tourism, culture tourism, and culinary tourism. The visitors can enjoy those all tourism objects by only visit one destination that is tourism village. One of tourism village in Banyuwangi is *Desa Kemiren*.

Making a promotional video of Kemiren Tourism Village entitled “The Unique Culture of Osingnese in Kemiren Tourism Village Banyuwangi “ is the writer final project. In making this final project, the writer needed supporting data to complete with , observation, documentation, and audiovisual material. This tourism village use a blog as their promotional media. The blog put many pictures and the content of the blog is consists explained about Kemiren Village. For that reason, the writer decides to make a promotional video. It w be presented by in parts like opening, content, and closing. The first part is greeting and introducing Kemiren Tourism Village. The second part is content explained about everything provide in Kemiren Tourism Village. The last part is closing the writer showed the entire of Kemiren Tourism Village by giving the closing statement that was to attract the viewers/tourists to visit Kemiren Tourism Village. The writer uses writing,

translation, and speaking skill to get a good result. The promotional video are available in English version and supported by Indonesian subtitle.

In finishing this project, the writer found difficulties especially in dubbing process. It was caused the writer could not set the tone and intonation well. So that, the writer needed to do an intonation exercise before recording process. This video also completed by a subtitle to make an easier the viewers so that it could support the tourist visit Kemiren Tourism Village.