

SUMMARY

Making a Video as a Promotional Medium of Kinnara Kinnari Batik Banyuwangi, Fanny Elza Yudhistiana, Nim F31210300, Tahun 2024, 51 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd, M.Pd. (Supervisor).

Kinnara Kinnari Batik Banyuwangi has its characteristics and various motifs. The motifs available at Kinnara Kinnari Batik Banyuwangi include typical Banyuwangi motif such as the Gajah Oling motif (elephant motif), Classic motifs (Kawung, Parang, Liris), Buddhist motifs (Roda Dhamma (wheel motif), Bodhi Leaf, and Lotus Flower motif), Summer motif (Smoke motif), and Nature motif (Dragon Fruit motif). Kinnara Kinnari Batik Banyuwangi needs an additional promotion medium in the form of bilingual video promotional to attract more local and international customers.

The promotional video entitled "Buddhist Batik Blossoms: A Visual Elegance from Kinnara Kinnari Batik Banyuwangi" can be another promotional medium for Kinnara Kinnari Batik Banyuwangi. This promotional video aims to provide a visual description of the products owned by Kinnara Kinnari Batik Banyuwangi to the audience so that they understand the information about the product. The writer used the procedure from Sunarya, L. et al. (2021) to complete this final project. The writer takes three steps based on the procedure, including pre-production, production, and post-production. The video consists of three parts: opening, content, and closing. In addition, the writer used the procedure from Creswell (2012) in collecting data, which includes observation, interview, document, and audiovisual materials.

The first challenge faced by the writer was the duration of the product and technical skills because he made this promotional video by himself without hiring a professional editor. Moreover, the writer found challenges when applying pronunciation skills when doing the voice-over in English and translation skills when translating the text of the promotional video. The writer must ensure that the

speech performed and the translation delivered are appropriate and understandable.