

SUMMARY

Making A Promotional Video For Daweea Batik Bondowoso, Robby Masruri, F31210038, 2024, 42 Pages, Language, Communication, and Tourism Department, State Politechnic Of Jember, Nila Susanti S.S., M.Pd (Supervisor).

The final report of this final project entitled “Making A Promotional Video For Daweea Batik Bondowoso”. A bilingual video promotion was created to optimize information technology to maintain the market, promote and expand the marketing of Daweea Batik Bondowoso. A promotional video is a visual media designed in detail to promote the products of Daweea Batik Bondowoso. The objective is to attract attention and encourage viewers to take action, such as buying the product.

In this final project, the writer adopted the procedures of an expert in making a promotional video. The writer applied four e stages from Villamil et al., (1994), including development, which contains the concept, a goal, and ensures product financing guarantees; pre-production video storyline script, storyboard, and collection of images, video assets, voiceover, and musical instrument as background audio; production, which contains video editing, compositing, and final rendering; delivery, which includes packaging.

This bilingual promotional video consists of several parts: In the opening, the writer provided a brief overview Bondowoso and Daweea Batik Bondowoso. The writer displayed a gallery of Daweea Batik Bondowoso, a collection of batik motifs from Daweea Batik Bondowoso, and fashion products from Daweea Batik Bondowoso, such as clothes and headbands. The writer provided a little information about making batik at Daweea Batik Bondowoso. In the body section, the writer displayed several motifs from Daweea Batik Bondowoso. In the last section, closing. The writer displayed information about the achievements achieved by Daweea Batik Bondowoso, contact persons continued social media, and some testimonials. Internet users can access the video on the YouTube channel Daweea Batik Bondowoso.