

SUMMARY

Making a Video as Promotional Media of Griya Batik Barata Jember, Dyah Mega Cahyawulan, F31170071, 2021, 39 Pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S. Pd., M. Pd (supervisor).

This is a report of the final project entitled “Making a Video as Promotional Media of Griya Batik Barata Jember”. The product was made because of Griya Batik Barata had limited promotional media such as Facebook and Instagram, then it needed promotional media in the form of a video to make their activity of promotion more effectively. Every people could get details information about Griya Batik Barata when watching this video.

In making this final project the writer needed supporting data to complete this final project and the writer did interview, observation, documents, and audiovisual material. In making a promotional video of Griya Batik Barata, the writer did six steps. They were designing the ideas and a concept, shooting, capturing, video editing process, rendering and burning disk. The promotional video of Griya Batik Barata consisted of three parts. The first part was the opening, the opening of video showed the symbol of Jember and Griya Batik Barata and the detail location of Griya Batik Barata directly. And then, the body of video that showed the condition of gallery of Griya Batik Barata, motifs of Griya Batik Barata, kinds of product and the process of making batik. The last was closing, the closing of video showed the kinds of batik fabric with the price, the contact person and social media used by Griya Batik Barata. The video use English language for the narrator by the writer as a speaker and use bahasa Indonesia for subtitle. The duration of video is 5 minutes 29 seconds. The video made by Adobe Premier Pro.

When finishing the project, the writer could apply her skills in writing script, english translation and little bit about making a video. For making the video, the writer asked the cameraman to shoot the video in Griya Batik Barata and the writer make the narrator. The editor edited the video to make the video more attractive. After that, the writer showed the video to her supervisor and the owner of Griya

Batik Barata to get some comments and make the video better. Next, the writer helped by the editor finished the product by burning the video into the CD-RW.

In the end, the writer could finish this final project. The writer hopes that this promotional video can help Griya Batik Barata promote the products and attract people to visit and buy to Griya Batik Barata.