

SUMMARY

Making a Video as a Promotional Media of Tourism Objects in Purwoharjo Banyuwangi, Amharul Falah NIM F31170262, 2020, 45 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd (Supervisor).

Purwoharjo is one of the sub-district in Banyuwangi. Purwoharjo, Banyuwangi is rich in tourism objects, such as Grajagan Beach, Grajagan Fish Auction, and Mary Cave Waluyaning Tiyang Sakit. Purwoharjo, Banyuwangi did not have attractive promotional media that contained complete information. Therefore, the writer made a video as a Promotional media to help promote tourism objects in Purwoharjo, Banyuwangi. This video contained complete information about the location of tourism objects, the history, the spots, the facilities, and interesting activities such as surfing, fishing, and worship activity.

This video was made in the bilingual version, English for foreign tourists and Bahasa Indonesia for domestic tourists. The writer applied four procedures of making a video there were preproduction, production, post-production, and evaluation. The writer also used four methods of data collecting methods. They are interviews, observation, documents, and audiovisual material.

In making the product of the final project, the video divided into three parts, they were opening, content, and closing. In the opening, the video showed the sunrise view in Grajagan Beach. Then the content of the video contained the best view of the Grajagan Beach, Petik Laut , and Mary Cave Waluyaning Tiyang Sakit, all tourism object facilities and interesting activities. The closing of the video closed with the view of the Grajagan Fish Auction by drone, the information about Banyuwangi tourism, and contact person.

The writer used Adobe Premiere Pro CC 2015 application to make the video. Then, the writer gave the result of this final project to the marketing staff of Banyuwangi Culture and Tourism Department, the head of Tourism management in Purwoharjo, Banyuwangi, Language, Communication and Tourism Department, and State Polytechnic of Jember. During the process of making this final project, the writer improved his ability and skills such as writing skills when

the writer made the script and storyboard, subtitling skills when the writer made the subtitle in form of Bahasa Indonesia subtitle. The writer also improved his ability in the computer during the process of editing the video.

The writer hoped this promotional video could attract tourist attention and gave detailed information to the tourists about tourism objects in Purwoharjo, Banyuwangi. Both of the domestic tourists and the foreign tourists.