

SUMMARY

Making a Video as a Promotional Medium of Genius House Jember, Faidhotul Laeli, F31211867, 2023, 69 Pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin S.Pd.,M.Li., (Supervisor).

Genius House Jember is one of English courses in Jember. It is located in Jl. Anjasmara No. III, Wunguan, Kencong, Jember. This course is a unique English course. It has an English Camp and Field Trip Program.

The promotional Video entitled “Join and Come Learn English with Us” was made to be the additional promotional medium of Genius House Jember. This video consists of three parts: opening, content, and closing. The opening section contains a history, location, and overview of the place. Furthermore, the content section contains information about facilities, activities, courses program, Achievement. In the closing section, contains testimonial and contact information. All information included in the video content was collected through observations, interviews, documents, and audiovisual materials.

The writer found several challenges in doing this final project. First, writer faced difficulties managing the time, so the writer often sent revisions late. Second, the writer experienced problems making the video, which had to be re-shot due to an error. Third, the writer experienced difficulty contacting the owner of Genius House Jember, who have competitive schedules, thus the progress of final project turned to be slower. Nevertheless, the writer improved his ability to write scripts and translate from Indonesian to English. Apart from that, the writer learned many valuable lessons while completing this final project, including learning to manage time well to ensure the final project is completed well.