

SUMMARY

Making a Video as a Promotional Medium of Batik Jati Mas Bondowoso, Mustamir Lubissana Ainur Rahman F31211960, 2024, 45 Pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti S.Pd., M.Pd., (Supervisor).

In the final report titled "Making a Video as a Promotional Medium for Batik Jati Mas Bondowoso," the writer explained that the project aimed to enhance the promotional quality of Batik Jati Mas and assist customers in finding information about the batik. Based on preliminary research, it was determined that this batik home industry needed a promotional video in both Bahasa Indonesia and English. Consequently, the writer created 5 minutes 59 seconds promotional video, dividing it into three sections: an introduction to Bondowoso and Batik Jati Mas, a detailed showcase of the various batik types, motifs, products, and pricing information, and a closing segment featuring customer testimonials, marketing aspects, and contact details for Batik Jati Mas Bondowoso. The video included Indonesian subtitles and was available in both languages.

During the video production process, the writer faced several challenges. The first issue was the inadequate quality of the initial voice-over, prompting the decision to hire a professional voice-over artist. Additionally, difficulties in scheduling meetings with the busy owner and communication issues arose, along with problems related to insufficient storage on the editing device, which led the writer to borrow a friend's device. There were also issues with shaky and blurry video quality due to the lack of a stabilizer, but these were resolved using features in the Capcut application. Despite these challenges, the final video provided comprehensive information about Batik Jati Mas Bondowoso in both languages and was equipped with Indonesian subtitles.