

## SUMMARY

**Making a Video as Promotional Medium of Batik Bambu Mujur Home Industry Lumajang**, Muhammad Ishomuddin, F31210843, 2024, .....Pages English Study Program, Politeknik Negeri Jember, Adriadi Novawan, S.Pd., M.Ed (Supervisor)

Batik Bambu Mujur is a home industry established in 2018 in Lumajang, East Java, producing batik with motifs representing the region's natural and cultural wealth. To enhance visibility and competitiveness, a promotional video was created as part of a comprehensive digital marketing strategy. The video, titled "Crafting Nature: Batik Bambu Mujur," is approximately 3 minutes long with cinematic shots and features Indonesian voice-over with English subtitles.

The project followed a methodology based on Novawan et al. (2024), audience analysis & need assessment, objective selection, message development, communication channel distribution, implementation & evaluation. The video highlights the local character of Batik Bambu Mujur, showcasing motifs inspired by Lumajang's natural wealth and icons, and emphasizing the use of environmentally friendly natural dyes. High-quality visuals were achieved using proper tools.

Challenges faced included logistical issues due to the remote location, balancing detailed information with viewer engagement, and adapting content for various social media platforms. The project provided valuable experience in video production, marketing strategies, and cross-cultural communication while contributing to the preservation and promotion of cultural heritage in the digital age. The writer suggests that Batik Bambu Mujur optimize the use of promotional videos across social media platforms, develop product variations, and build customer relationships. For the English Study Program, recommendations include integrating more practical projects, strengthening industry collaborations, and considering additional courses in digital technology and audiovisual translation.