

SUMMARY

Making a Video as a Promotional Media of Edelweiss Tour Organizer, Febby Arifianti Putri, F31211833, 2024, 28 pages, English Study Program, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor).

The final project focuses on creating a promotional video for Edelweiss Tour Organizer, with the title of the video "Crafting Memorable Journeys and Unforgettable Events with Edelweiss Tour Organizer." The script of the video is written based on data collecting method gathered to provide clear explanations about their information. The video consists of three parts: opening, content, and closing. The opening presents about Edelweiss Tour Organizer's location, while the content showcases the profile, history, and services. The closing includes testimonials, social media, contact information, and credit. The video was produced in a bilingual version, with Indonesian as the subtitle and English as the voice-over, aiming at targeting both Indonesian and foreign customers.

The writer followed the steps of making a promotional video that is also used in Aji and Nugraha (2019). Those steps were pre-production, production, and post-production. According to these steps, the writer took part in creating the main idea, storyboard, storyline, and also shot the video. The data that were needed for completing the video are collected through the data-collecting method proposed by Creswell and Creswell (2018). So that the writer can fulfill the need of creating a promotional video more structured.

While completing this final project, the writer encountered several challenges, including writing a persuasive script and creating a coherent storyboard. The writer also took on roles as a videographer during the shooting process and director during the editing process. These experiences contributed to the completion of the project and enhanced the writer's skills in project management, communication, and video production. Despite these obstacles, the writer hopes the project is beneficial for some parties, especially Edelweiss Tour Organizer.