

SUMMARY

Making a Promotional Video of Gangsar Ngaidin Batik Jember, Anggind Greatdika Princessa, F31191237, 2024, 53 Pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia S.Pd, M.Pd. (Supervisor).

The final project is “Making a Promotional Video of Gangsar Ngaidin Batik Jember”. Based to the writer’s preliminary study, Gangsar Ngaidin Batik’s YouTube account is still new and does not yet have a video to promote its products. Therefore, this home industry needs a promotional video that can be used to promote their products more broadly. Based on the reason above, the writer made a promotional video for Gangsar Ngaidin Batik. This video contains complete information about Gangsar Ngaidin Batik and its products, this video also be made in English voice-over and Indonesian subtitles. This aims to expand the reach of the target market not only local but also international buyers. This video was upload in Gangsar Ngaidin Batik’s YouTube account and the link was attached to Gangsar Ngaidin Batik’s social media account.

Based on the explanation of the two theories from experts, the writer chose the theory from Dian & Purba (2021) because the procedure for making videos from Dian & Purba (2021) is more detailed and structured at every step of the procedure for making videos. This also made it easier for the writer to understand and easier to follow each step which certainly helped the author to complete this project on time. In this step, the writer rendered the file of the video in his MP4 format uploaded the file to his Google Drive, and saved it in his flash disk.

The writer found some difficulties in recording the video and process in script writing. The writer had to consider the grammar and sentence structures to make a clear explanation of the promotional video.

In doing this final project, the writer learned a few things. The writer used her interpersonal communication skills. The writer’s communication skills improved as a result of her interview with the owner and staff.