

SUMMARY

Creating a Video as a Promotional Medium of Desa Wisata Adat Arjasa Bima Nurmahendra, F31211780, 2024, 65 pages, English Study Program, Politenik Negeri Jember, Enik Rukiati S.Pd., M.Pd. (Supervisor)

Desa Wisata Adat Arjasa is one tourist destination Jember, Jawa Timur. Established in 2019, Desa Wisata Adat Arjasa is a destination that harmoniously blends natural beauty, cultural heritage, and vibrant community life. Known for its lush landscapes of rice paddies and rolling hills, the village offers visitors a serene escape into nature. Highlights include the Taman Air Wisata Citra Mandiri (*Citra Mandiri Water*) Park, Kerajinan Batik (*Batik Craft*). One of Desa Wisata Adat Arjasa souvenirs banana Chips (*Keripik Pisang*) and the historical heritage site Situs Calok. The representative as the chairperson of the tourism awareness group needs a bilingual promotional video to attract local and both international customers, therefore thus final task aims to make a video for Desa Wisata Adat Arjasa.

The video entitled “Discovering Desa Wisata Adat Arjasa A Journey into Cultural Riches”. The writer collected the data through observation, interviews, documents, and audiovisual materials. The writer adopts techniques to make a promotional video from Aji & Nugraha (2019). The techniques consist of 3 structure, Pre-Production, Production, and Post Production. During the making of the video, the writer wrote Indonesian and English script for the narration and subtitle of the video. And implemented already known editing skills while also learn some new techniques.

While making this product and the final project report, the writer had a great experience with some challenges. In terms of grammatical errors that need proofreader to make sure whether the script is correct or not. Furthermore, the writer faced some general challenges, from communication with the representative and managing time with both representative and supervisor. The lessons that the writer learned is to be able to manage time and to fully comprehend instructions before writing the report and creating the product