

SUMMARY

MAKING A VIDEO AS A PROMOTIONAL MEDIUM OF DUPLANG SITE KAMAL ARJASA, Itoh Rahmawati Muawanah, F31211905, 2024, 53 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor)

The purpose of this final project is to create a promotional video for the Duplang Site Kamal Arjasa. This video provides information about the historical attraction of the Duplang Site, its natural beauty, and the traditions or rituals performed at the Duplang Site. This historical destination attracts domestic and international visitors, therefore this video is produced in English with Indonesian subtitles.

The writer made a promotional video entitled "Exploring Megalithic Historical Relics at the Duplang Kamal Arjasa Site," with a duration of approximately five minutes. To collect information about the Duplang Site, the writer used data collection techniques from Creswell (2012), which included observation, interviews, documentation, and audiovisual materials. In addition, the author followed the procedures outlined by Hidayat et al. (2016) as a model for making videos. The expert's procedure was very straightforward, detailed, and easy to apply in creating promotional videos. According to this expert, video production consists of three phases: preproduction, production, and postproduction. During preproduction, the writer wrote a script in Indonesian, which was then approved by a supervisor before being translated into English. A storyboard was then created to guide the production process. In the production phase, the writer recorded the video with cameramen using a camera. For the voiceover, she read the English script and recorded her voice. The final phase, postproduction, in this process, the writer transferred video files from the camera to a computer or laptop. She then selected the best clips for the next stage of editing. The next step is editing. She selected videos were edited into a single sequence. Additionally, captions were added, translating sentences into Indonesian. In this process, the writer sent her edited voice to editor. She and the editor then combined her voice with cinematic music to achieve a balanced sound. After completing all processes, the final step is finishing, finally the video was exported as an MP4 file.

The writer gained many benefits, experiences, and challenges faced during the process of making the video and final project report. Starting from creating scripts and storyboards, then continuing with dubbing voiceovers, after which the editing process is quite complicated, until finally the video was exported as an MP4 file and the writer successfully completed this video as a final project product. The writer hopes that this product can be useful for Duplang Site in increasing its international marketing efforts.