

SUMMARY

Making A Promotional Video Of Seger Nusantara Jember, Indy Zulfiana Faizal, F31211830, 2024, 77 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi S.Pd., M.Pd. (Supervisor).

The writer created a bilingual promotional video for Seger Nusantara Jember to attract both local and foreign visitors. Seger Nusantara Jember is one of the biggest Agro Edupark in Jember. Seger Nusantara Jember is located at Prasian, Jatian Hamlet, Pakusari District, Jember 68181 Indonesia. This promotional video aims to provide easier access for both local and foreign visitors interested visit Seger Nusantara Jember. Additionally, the writer decided to make a promotional video because the video shows the real condition that is containing complete and latest information of Seger Nusantara Jember, so that the video could be more acceptable and catchier to viewers.

To complete this final project, the writer followed and adapted the step from Sunarya et al. (2021). The procedures are pre-production, production, and post-production. In pre-production stage the writer needs to determining idea, making a synopsis, writing a narration, making a storyboard, writing a script, making a rundown, determining crews, making schedule, determining the budget and preparing the tools, the writer need to create concept for the script of the video, for the production, the writer hired someone to filmed and edited, and for the narration, the writer read the English script and recorded her own voice. After that, the writer digitized, edited, mixed, finished, and exported the video with the help of her videographer.

The writer found some difficulties in video production and in the script writing process, the writer needs to fix the grammar, sentences and the language use to make the promotional video easy to understand. The writer also got difficulties while made the video, such as find the right time and days to filmed the video because of the weather condition and to achieve the good lighting for the video quality.

The writer learned many things in finishing this final project, such as communicate properly with people, the communication with the manager of Seger Nusantara Jember, the videographer, and interview the visitors. Besides that, the writer also learned how to voice over and create the script of the video. The writer also gave suggestion for English, Communication and Tourism Department.