

SUMMARY

Making a Video as a Promotional Medium of Translation Transfer Jember, Alyandra Bayu Saptana, F31210349, 2024, 28 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (Supervisor).

The purpose of this final project is to create a video as a promotional medium for Translation Transfer Jember. The video provides information about Translation Transfer Jember. The owner of Translation Transfer wanted to show his services and information not only to the local customer but also to people from other countries. The video consists of three parts: opening, content, and closing. The opening presents about languages around the world and the role of the translator, while the content showcases profile, history, and services. The closing includes testimonials, list of clients and partners, contact information, and credit. The video was produced in a bilingual version, with Indonesian as subtitle and English as the voice-over, aiming to deliver the content of the video more effectively. It is hoped that the product can promote and provide comprehensive information about his services to local and overseas customer.

The writer followed steps of making promotional video by Widjajanto & Astuti (2021). They were four steps that was used in Widjajanto & Astuti (2021). Those steps were pre-production, production, post production, and distributing & Screening. According to these steps, the writer created the main idea, storyboard, storyline by collecting the information through data collecting method by Creswell (2015). So that the writer can fulfill the needs of the creating promotional video more structured.