

SUMMARY

Making a Video as a Promotional Medium of SpedaKita Bike Rental in Situbondo, Hanifa Gita Rachmadlani, F31190583, 2025, 40 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor).

The final project entitled “Making a Video as a Promotional Medium of SpedaKita Bike Rental in Situbondo”. According to the writer's preliminary study, SpedaKita Bike Rental only has picture from the products at their social media such as Instagram.

This makes the writer decided to make a promotional video using English voiceover with Indonesian subtitles for more attracting local and foreign prospective customers. In this case, the writer used this situation as her final project.

To complete this final project, the writer used the method from Dian and Purba (2021). The writer explained that the promotional video creation process she should do in three steps. Pre-production - production - post-production. On pre-production, the writers created the storyboards, wrote the script in Indonesian based on the results of the collecting data process, translate it into English, and prepared the equipment to create the video. The writer hired a video editor for editing. For the narration, the writer read the English script and recorded own voice. The final step is post-production. In this step, the writer rendered the file of the video in his USB and uploaded file to Google Drive.

The writer encountered several challenges during both video production and scriptwriting. Ensuring proper grammar and sentence structure was crucial for delivering a clear message in the promotional video. Additionally, scheduling posed a significant obstacle, as the Sepeda Kita Bike Rental staff's busy schedules meant the creator had to carefully coordinate filming times around their availability.

The writer learned several things in finishing this final project. The writer learned how to communicate with people and voiceover. The communication in the interview with the owner and management helped the writer increase her communication skill. After communicating the writer learned how to voice over.