

SUMMARY

Making a Video as a Promotional Medium of Eco-print Batik Banyuwangi,
Faniatul Imamah, F31211635, 2025, 50 pages, English Study Program, Politeknik
Negeri Jember, Nanik Mariyati (Supervisor)

The purpose of this final project is to create a video as a promotional medium for Eco-print Batik Banyuwangi. The video provides information about Eco-print Batik Banyuwangi. The owner expressed her desire to expand the reach of her products beyond the local community, targeting international audiences as well. She said she needed the video made in bilingual version, English and Indonesian, as a new promotional medium for Eco-print Batik Banyuwangi. It is hoped can promote and provide comprehensive information about her products to local and overseas customers. This video is expected to not only promote her products but also provide comprehensive information to both local and international consumers, showcasing the value and craftsmanship of Eco-print Batik Banyuwangi.

In making this promotional video the writer used four procedural steps from Widjajanto & Astuti (2021), including: pre-production, production, post-production, and screening & distribution. The writer used four methods from Cresswell (2015) to collect the data needed for the video content. They were observations, interviews, documents, and audio-visual materials. The writer observed two aspects of the object that were activities and products. In the interviews, the writer asked the owner about Eco-print Batik Banyuwangi related to the product offered, characteristics of product, eco-print batik making process, product pricing, activities available for visitors, training, and contact person. In the method of the document, the writer collected the photos of owner's activities, video from YouTube, and maps from Google. The writer obtained audio-visual materials in the form videos of the locations, product making process, the products, and the visitor's activities. All the data collection was as the content of the video.

There were some challenges that the writer faced when working on this final project. The writer faced several challenges in producing the promotional video. First, scheduling had to be coordinated with the owner and videographer, which required the writer to be more disciplined with time. Second, acting as a model in the video posed challenges in appearing natural and spontaneous. The writer overcame this by practicing in front of a mirror and following video guidelines. Lastly, issues with the quality of the audio recordings required multiple retakes, focusing on pronunciation, intonation, and clarity. The writer addressed this challenge by continuously practicing according to the prepared storyline. In facing several challenges, the writer learned the importance of time, confidence, and focus in finishing this project.

In conclusion, the writer has some suggestions for the owner of Eco-print Batik Banyuwangi, students of English Study Program, and for English Study Program. The owner of Eco-print Batik Banyuwangi can use the product from this final project as a medium for promote their product through social media, for the students of English study program this final project report can used as reference when working on their own final projects, and for English Study Program can add more lessons on media development, including training on editing software for quality content.