

## SUMMARY

**Making a Company Profile Video of YND Holiday Tour and Travel Jember,** Soffiya Raflindinta, NIM F31171163, 2021, 28 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (Supervisor).

Making a Company Profile Video for YND Holiday Tour and Travel Jember is my Final Project which is dedicated for department of Language, Communication and Tourism, Politeknik Negeri Jember. The project was made because I found that promotion media of this a company is not effective and cannot attract the prospect customer when doing promotion. This company only uses the brochure and social media for promotion. So, there is no additional media promotion which can play as the effective marketing tool to support the company to show their offers or the profile of the company and attract the customer.

This company profile video YND Holiday Tour and Travel Jember which consisted of three parts. The first part is the overview of YND Holiday Tour and Travel which consists of the introduction and history of YND Holiday Tour and Travel. The second part is the management (structure organization, corporate companies, vision and mission) of YND Holiday Tour and Travel. The third part is an explanation about corporate companies, some tour packages offered, the facilities and transportation used, the activities of YND Holiday Tour and Travel. The duration of the video was about 5 minutes. This company profile video was written in bilingual version, English version and it is supported by Bahasa Indonesia subtitle and it is packaged in a CD form.

In making video, the writer applied the procedure from of Rahardja et al (2010:185) that is preproduction, production, and postproduction. The writer collected the data to complete her final project. The writer did interview, observation, documents, and audio-visual material. The writer hopefully this product of company profile video can be useful for YND Holiday Tour and Travel Jember to attract more customers, especially from foreigners.