

SUMMARY

Making a Video as a Promotional Medium for Nisfi Batik Sumberjambe, Kartika Dewi Suseno, F31222551, 2025, 35 pages, Language, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making a Video as a Promotional Medium for Nisfi Batik Sumberjambe”. The purpose of this final project was to make a video as a promotional medium for Nisfi Batik Sumberjambe. The video is used to promote Nisfi Batik Sumberjambe products so that it can help customers find detailed information about the product easily and attract customers to buy the product. The owner said that he needed a bilingual promotional video to make foreign and local customers get detailed information about Nisfi Batik Sumberjambe.

In making the video, the writer used four methods for data collection. They were observation, interview, documents, and audiovisual materials. Then, she also used five steps in producing the promotional video adopted from Sheton (2024). They were scripting the promotional video out, creating a storyboard, producing the promotional video, assembling video edits, and promoting the promotional video.

The writer faced three main challenges in her final project. First, she struggled with grammar while writing the script but managed to improve by studying proper references. Second, she faced difficulties with pronunciation and intonation while recording voice-overs, which she overcame through consistent practice. Third, she had trouble syncing audio and visuals during video editing, but she resolved this issue by carefully cutting and trimming for a polished result.

The writer gained a lot of valuable lessons from this final project. She improved her communication and patience, especially when scheduling interviews and filming. She also developed video production skills, gaining experience in writing scripts, filming, and editing a promotional video. Her voice-over techniques improved as she practiced clear pronunciation and engaging delivery.

Most importantly, she managed her time well, making sure she finished the project on schedule.