

## SUMMARY

**Making a Promotional Video of Ma'ayu Batik Probolinggo**, Ananta Frisdy Santoso, F31172087, 2020, 24 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor).

This is a report of final project entitled “Making a Promotional Video of Ma'ayu Batik Probolinggo”. The product was made because it gives detailed information about the product more effectively. Besides, it can promote the product easily for both local people and foreign customers. It seems professional and helpful to increase Ma'ayu Batik's product sales. For that reason, the writer made a promotional video of Ma'ayu Batik

In making this final project the writer needed supporting data to complete this final project and the writer did 3 steps those are interview, documentation, and audiovisual material. Actually the writer should did 4 steps were interview, observation, documentation, and audiovisual materials. The writer did the interview, observation, documentation, and audiovisual materials process that is taking a video and picture directly in Ma'ayu Batik in Clarak village, Leces sub-district, Probolinggo Regency. The writer also did 3 steps of procedure of making promotional video those are pre-production, production, and post production. The video divided into three parts those are opening, content, and closing. The opening scene showed about Probolinggo universally. In the content of the video, the writer showed kinds of motifs, tools, and materials used by Ma'ayu Batik, the process of making batik. The cameraman shoot kinds of motifs in the home industry of Ma'ayu batik, tools, materials, and also the process of making batik. In the closing of the video, the writer showed the contact person and social media used by Ma'ayu Batik, and the last credit title. The video use English language for speakers and use bahasa Indonesia for the subtitle, the video made by Adobe Premiere Pro.

When making the product the writer asked the editor for editing and burning process his the final project product. Afterwards, the writer showed the video to supervisor and the owner of Ma'ayu Batikto get somecomments and make the video better.

Finally, the writer could finish this final project. the writer hopes that this promotional video can help Ma'ayu Batik to promote Batik Ma'ayu and also attract the costumers to visit and buy Batik Ma'ayu.