

## SUMMARY

**Making A Video as A Promotional Media of UD Kayu Mas,** Imam Syafiie Firmansyah, F31222581, 2025, 31 Pages, English Study Program, Politeknik Negeri Jember, Alfi Hidayatu Miqawati, S.Pd., M.Pd. (Supervisor).

The purpose of this final project was to create a bilingual promotional video for UD Kayu Mas, a traditional percussion instrument manufacturer located in Jember, East Java. The video was produced in English with Indonesian subtitles and aimed to promote UD Kayu Mas to both local and international audiences. The company previously relied on limited promotional methods, such as word-of-mouth and Google Maps. Therefore, the video was expected to serve as an effective promotional tool to reach a broader market and enhance the company's branding.

The writer followed five main steps based on Shelton's (2024) video production in making the promotional video. They were scripting the promotional video out, creating a storyboard, producing the promotional video, assembling video edits, and promoting the promotional video. The data collection methods included observations, interviews, documents, and audiovisual materials.

The promotional video of UD Kayu Mas has several strengths: it uses bilingual presentation (English with Bahasa Indonesia subtitles) to reach a wider audience, features informative and visually engaging on-site footage, and follows a structured production process based on Shelton (2024), ensuring a cohesive and professional result.

Although the video has many strengths, it also had some weaknesses. First, it was produced using simple equipment such as a smartphone and the CapCut app, which led to suboptimal lighting and audio quality compared to professional standards. To address this, the writer edited the lighting and audio using the CapCut app. Second, the audio was recorded in a location that may not have been soundproof, but the writer minimized background noise using CapCut app's noise reduction feature. Third, the video's six-minute duration was relatively long for social media audiences who typically preferred shorter videos (1–2 minutes);

however, this was mitigated by delivering informative content and persuasive promotional messages, keeping the video engaging and relevant.

The process of making the promotional video came with several challenges. The writer had to take on multiple roles, such as videographer, scriptwriter, and editor which demanded strong time management and multitasking skills. The owner was also occupied with managing production, handling customers, and arranging interview schedules, all of which required extra patience and flexibility. Technical issues, such as syncing voice overs with visuals and creating smooth transitions, were difficult due to limited video editing experience. Moreover, aligning the promotional content with academic and business expectations required ongoing feedback and revisions from the supervisor and the business owner.

Throughout this project, the writer gained valuable experiences and skills. These include writing, translation, time management, collaboration, and technical proficiency in video production. The writer also improved in communication, critical thinking, and editing.

In conclusion, the promotional video produced in this final project has the potential to significantly support UD Kayu Mas's marketing efforts. The writer recommends that the company continue expanding its digital marketing strategies by creating a website or online catalog. For the English Study Program, the writer suggests incorporating more multimedia based projects and enhancing training in digital content creation, such as video editing and graphic design, as these skills are increasingly relevant in today's job market.