

## SUMMARY

**Making a Video as a Promotional Media for Gumuk Watu Wuluhan**, Laelatul Jannah, F31222310, 2025, 55 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

The final project entitled "*Making a Video as a Promotional Medium for Gumuk Watu Wuluhan*" aimed to create a bilingual promotional video using English voice-over and Indonesian subtitles to introduce and elevate the tourism appeal of Gumuk Watu Wuluhan. The writer chose this project in response to the limited effectiveness of existing social media promotions managed by Gumuk Watu Wuluhan staff and based on a direct request from the Director of BumDes Dukuh Dempok. Gumuk Watu, a four-hectare educational tourism destination established in 2017 in Jember, East Java, holds strong potential to attract both domestic and international visitors. The video was intended to highlight its facilities, activities, and natural beauty, while serving as an informative tool aligned with the site's educational mission.

To support the video creation, the writer applied four data collection methods from Creswell (2015): direct observation on the site, interviews with the Director of BumDes and visitors, document analysis of online resources and existing promotional content, and audiovisual recordings for visual narration, including voice over and video footage. The production process followed the four stages from Pamungkas (2017): pre-production (determining ideas and concept, theme selection, scripting, and storyboarding), production (shooting), post-production (editing and rendering), and testing (review and revision with supervisor and BumDes director).

Throughout the process, the writer encountered several challenges, such as script alignment with visuals, unavailable scenes during filming, and the need for simplification and restructuring during language review. Despite these obstacles, the writer successfully produced a six minutes and six seconds, video divided into three segments: opening (introduction to Gumuk Watu), body (location, access,

facilities, activities, pricing, and testimonials), and closing (credits and contact information). The video was ultimately published on Gumuk Watu Wuluhan's official social media accounts.

This project allowed the writer to develop essential skills in scriptwriting, bilingual communication, storytelling, and video production. It also contributed meaningfully to local tourism promotion efforts by offering a well-structured, engaging, and accessible media product that appeals to a broader audience.