

SUMMARY

Making a Promotional Video for Forum Taman Bacaan Masyarakat Jember,
Agnes Sri Rejeki Jeremia Naibaho, F31221447, 2025. 31 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S. Pd., M. Li. (Supervisor).

This report begins by highlighting the importance of literacy in modern life and the concerning low reading interest among Indonesians. The Forum Taman Bacaan Masyarakat (FTBM) Jember serves as a community-based literacy movement in the region, but its existence remains relatively unknown. To address this issue the writer created a promotional video as a media tool to introduce the Forum Taman Bacaan Masyarakat Jember (FTBM) to both local and international audiences. The main objective of this final project is to produce a recognized FTBM Jember more easily and provide accessible information about the TBMs located across the city and rural areas of Jember.

In the literature review, the writer explains the role of public libraries and community public libraries (TBMs), and the use of promotional media include printed, electronic, and digital forms. The focus then narrows to promotional videos, described as effective visual-audio communication tools. The writer compares two video production methods: one by Astuti & Desriyeni and another by Grant. She chooses Grant's (2019) method for its simplicity and clarity, and more suitable for writer's project. The method consist of five stages: storyboard writing, script writing, video shooting, video editing, and publishing. First, process of writing a storyboard involves several key steps. These include defining the description, visualising the content, determining the duration, and planning the scenes. Second, process of writing script. The writer explains important information about FTBM. This includes its goals and programme. The writer also explains TBMs in Jember. Third, process of shooting video. The writer asked her friends to assist by acting as talents and helping

film several scenes. Afterward, she edited the footage using the CapCut app and sent the edited video to the FTBM supervisor and founder for approval, which was subsequently granted.

For the methodology, data was collected through interviews, observation, document analysis, and audiovisual materials. The video was filmed at Kampoeng Batja, Tbm The Jannah institute, Tbm Strawberry Library, Tbm Untukmu Si Kecil, Tbm Mahajana Jember, using tools such as an iPhone 13, tripod, clip-on microphone, and CapCut Pro editing software. The video is structured into three sections: introduction, content, and conclusion. It features various TBMs supported by FTBM Jember, their programs (such as ANJALI—Anjangsana Literasi), and an invitation to viewers to support the literacy movement.

The results of this project show that the video successfully introduced FTBM Jember's mission and positive impact. The script was written based on real observations and interviews, and it was approved by both the supervisor and the FTBM founder. The storyboard followed a clear storyline to make the video easy to understand. With help from friends and materials from social media, the writer recorded and collected video footage. The video narration along with text were added to make it accessible for both Indonesian and international viewers. The final video was published on FTBM's official social media platforms. Although the video was effective, it couldn't feature all TBMs because of limited time and access. One big challenge was getting enough documentation from TBMs in remote areas, which often lacked updated photos or videos.

In conclusion, the writer learned a lot from this final project. She was able to apply several skills that she has learned in class, such as writing scripts and video production, as well as editing videos. She also developed soft skills such as time management, communication and responsibility in order to complete this final project.