

SUMMARY

Making Video as A Promotional Medium for Desa Wisata Tempe Beji Kota Batu, Erfiansyah Indra Putra Wardanu, F31212249, 2025, 75 Pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin S.Pd., M.Li (Supervisor).

Beji Village has excellent potential to be developed as a tempe educational tourism centre. This development was done through knowledge transfer to the community and tempe artisans, especially the Tani Asri women's group. This activity includes delivering classical material, workshops, introducing tempe educational tourism, mentoring for entrepreneurs, and periodic evaluation. All these efforts aim to increase the capacity and competitiveness of the village as a unique and attractive educational tourism destination. In addition, Beji Village builds an educational tour of the tempe Village by holding an annual tempe festival that presents various tempe preparations and local arts such as the Gembang Dele dance.

With all the potential of Tempe Beji Tourism Village, it should be able to become a more developed village and inspire many other villages. However, in reality, the Tempe Beji tourist village manager explained that the numbers are still small regarding the condition of tourism performance in Beji Village. The Beji Tempe Tourism Village needs to increase promotion so that people can find out about tourism in Beji village. Beji Village lacks authentic promotional media, which can attract the general public's interest to visit Beji Tourism Village.

Based on the above problems, this final project aimed to create a bilingual promotional video to solve recent problems. Using bilingual promotional videos will reach domestic and potential international visitors, so that the exposure of Tempe Beji Village will spread widely. This video used the seven-step process proposed by Rosianta and Sabri (2018): collecting the materials, creating storyboards, creating the script, the shooting process, recording the voice, editing the video, and converting the files. The final product is a six-minute video that describes the history of Tempe Beji Tourism Village, the process of making tempe and batik, customer testimonials, contact information, and tour packages.

Although this project had many challenges, such as technical constraints and limited equipment, the writer managed to complete it within the allotted time and consistently with quality with the help and direction of the supervisor and manager of Tempe Beji Tourism Village. This project is not only the result of hard work for the progress of Tempe Beji Tourism Village, but also a means for the writer to gain more experience in communication, learning to work together, and many other valuable lessons.

In conclusion, the promotional video produced in this final project can potentially support Tempe Beji Village's marketing and allow it to expand significantly. The writer recommends strengthening the Beji tempe tourism village branding with an attractive visual identity, memorable slogans, and active promotion through social media, websites, and collaboration with influencers or travel bloggers. For the english study program, the writer recommends developing a curriculum more adaptive to industry developments, such as adding courses in tourism digital marketing, virtual tour guiding, and cross-cultural communication.