

SUMMARY

MAKING A VIDEO AS A PROMOTIONAL MEDIUM OF AMAZING TOUR AND TRAVEL AGENCY BATU, Bijak Moch Prasetyo, F31212210, 2024, 26 pages, Language Communication and Tourism Department, Politeknik Negeri Jember, **Julien Arief Wicaksono, S.Pd., M.Pd. (Supervisor)**.

This final project was created to assist Amazing Tour and Travel, a newly opened travel agency in Batu City. As a branch of Javanesia Tour and Travel, founded in 2023, with the creation of bilingual promotional media in the form of a promotional video. The reason is that Amazing Tour and Travel had yet to use digital media such as YouTube to promote its business by the time of making this final project.

The process of collecting data is based on steps by Creswell (2013), which include observation, interview, documentation, and audio-visual. The data collection was done in February 2025 by visiting the office of Amazing Tour and Travel in Batu. Observation resulted in information regarding the location, the facilities, and the brochure. The interview resulted in information regarding history, service offer, experience, facilities, number of tour packages, and the price range. The documentation resulted in various materials such as photos, videos, the company logo, and customer testimonial. Lastly, the audio-visual resulted in material such as photos and video of the interview and the location at and around Amazing Tour and Travel.

The process of creating the video involves the structured stages of pre-production, production, and post-production, as outlined by Maulani, et al., (2020). The pre-production phase involved idea creation, scriptwriting, storyboard, and the preparation of tools and schedules. The production consists of video and voice-over; lastly, the post-production includes editing, review, and publication. This project showcases various popular tours conducted by the Agency, including Mount Bromo, Komodo Island, and Labuan Bajo, among others.

This video has several strengths and weaknesses. Its strengths include the use of actual tour footage from both domestic and international destinations, up-to-date information, and bilingual narration to appeal to a broader audience. However,

its weaknesses lie in the fact that the content may become outdated over time without regular updates, and it features a shared office space that might not appear very professional. Despite several challenges in scheduling, writing the final report, and video making, the project was completed on 4th August 2025. Resulting in a 4-minute 14-second promotional video titled “Explore Indonesia Together with Amazing Tour and Travel” that has been published on the “Amazing Tour and Travel Batu Official” YouTube channel. Hopefully, this video will be useful for Amazing Tour and Travel, and hopefully, this final project could be informative for English Study program students that taken a similar project.

In conclusion, this project not only provided Amazing Tour and Travel with a new promotional tool but also gave the writer valuable experience in writing, translating, voice-over, and editing skills during the time English Study Program at Politeknik Negeri Jember.