

SUMMARY

Making a Video as a Promotional Medium of Bejjong Tourism Village. Lailatus Salsabila, F31221452, 2025, 69 pages, English Study Program, Politeknik Negeri Jember, Supervisor: Suyik Binarkaheni, S.Pd., M.Li.

This final project, entitled “*Making a Video as a Promotional Medium of Bejjong Tourism Village in Trowulan Mojokerto*”, produced a bilingual promotional video with a duration of 11 minutes and 24 seconds. The video highlights the cultural, historical, and tourism potential of Bejjong, part of the Kampung Majapahit area, which preserves the legacy of the Majapahit Kingdom through red-brick architecture, traditional arts, sacred sites, and local wisdom.

The video serves as a promotional tool by presenting informative and attractive content in Bahasa Indonesia and English, allowing wider outreach to domestic and international audiences. It features key attractions such as Brahu Temple, Siti Inggil Cemetery, the Sleeping Buddha statue, as well as traditions like Nyandran, brass casting, Majapahit batik, homestays, and local cuisine.

Data were collected through observation, interviews, document analysis, and audiovisual documentation. The production followed five stages: scripting, storyboarding, filming, editing with Adobe Premiere Pro, and finalizing. An English voice-over was also recorded to strengthen narration.

Challenges included translating cultural terms, ensuring proper voice-over tone, and synchronizing audio with visuals. These were overcome through research, practice, and collaboration. Evaluation through questionnaires distributed to 45 respondents showed positive feedback, noting the video’s engaging narration, cultural depth, and effectiveness as a promotional medium.

This project not only improved the writer’s skills in translation, narration, and video production but also deepened her understanding of cultural tourism promotion through digital media, contributing to the visibility of Bejjong Tourism Village