

SUMMARY

MAKING PROMOTIONAL VIDEO FOR PURNAMA JATI PUSAT OLEH-OLEH KHAS JEMBER

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This final project report is entitled “Making a Promotional Video for Purnama Jati Pusat Oleh-Oleh Khas Jember.” The purpose of this final project is to create a bilingual promotional video for Purnama Jati, a traditional souvenir store in Jember that is famous for its main product, Prol Tape. This video was made to provide information to potential customers, both local and foreign, about the store, its superior products, and its uniqueness. In addition, this video is expected to improve the image and promotion of Purnama Jati store.

In order to complete this project, the writer applied four data collection methods based on Creswell’s (2012) theory: observation, interviews, documents, and audiovisual materials. The video creation process adapts steps from two reference sources, namely Chaffey and Ellis-Chadwick (2020) and Sunarya (2021), which finally results in six steps, including: idea and concept development, scriptwriting, storyboarding, scheduling and preparation, assembling video edits, and promoting the promotional video.

In the pre-production stage, the writer conceptualized the content, and developed a bilingual script. The production stage involved designing a storyboard to guide the shooting process, recording footage on-site using a smartphone camera, capturing both the store’s environment and the Prol Tape production process. A voice-over was recorded based on the finalized script. In the post-production stage, the editing process was carried out using DaVinci Resolve, Canva, and Audacity, involving the addition of subtitles, background music, color grading, and sound enhancement to create a warm and appealing visual experience. The background music used was “*Summertime*” by *Erik Lund*, a royalty-free track with a cheerful tropical tone that fits the brand’s friendly image.

After completing the editing, the video was reviewed by both the supervisor and the manager of store. Following revisions, based on their suggestions, the video was revised, and the final version was distributed via WhatsApp, Shopee, and Instagram, and included as part of the final project documents for the English Language Program. The result is a 6-minute 17-seconds promotional video in Full HD format that effectively showcases Purnama Jati's location, history, flagship products, production process, and brand identity.

Throughout the process, the writer faced several challenges, including multiple voice-over recordings to achieve accurate pronunciation and managing the technical aspects of editing independently. Despite the difficulties, this project offered valuable experience in communication, digital storytelling, and the use of multimedia tools.

In conclusion, the writer suggests that Purnama Jati improve its packaging—such as using zip-lock bags to maintain product freshness—and become more active in utilizing social media platforms. For the English Study Program, it is recommended to introduce more practical courses in video editing, audio production, and digital content creation to better equip students for multimedia-based final projects and industry-relevant skill.

