

SUMMARY

Making a Video as Promotional Medium for Batik Tegar Ampel Bondowoso,
Mia Novalina, F31222561, 2024, 34 Pages English Study Program, Politeknik
Negeri Jember, Adriadi Novawan, S.Pd., M.Ed (Supervisor)

Batik Tegar Ampel is a home industry established in 2018 in Bondowoso, East Java, Producing batik with motifs depicting the richness of nature. To increase competitiveness and reach a wider audience, a promotional video was created to support the overall digital marketing efforts. The video titled “Legacy Color: Batik Tegar Ampel” is about 3 minutes long, features cinematic video, and comes with voice narration in English as well as Indonesian subtitles.

The project follows a methodology based on the research of Novawan et al. (2024), which includes audience analysis and needs assessment, goal selection, message development, communication channel distribution, implementation, and evaluation. The video contains information about Bondowoso, several types of batik and a closing section featuring customer testimonials.

This project faced a number of challenges, including logistical obstacles due to the difficult-to-reach production location, the need to balance in-depth information delivery with efforts to maintain audience attention, and content adjustments to suit the characteristics of various social media platforms. Nevertheless, this project provided valuable experience in video production, digital promotion strategies, and cross-cultural communication, while contributing to the preservation and promotion of cultural heritage in the digital age. The author recommends that Batik Tegar Ampel maximize the use of promotional videos on social media, expand its product variety, and build stronger interactions with consumers. Meanwhile, for the English Study Program, it is recommended to integrate more practice-based projects, strengthen partnerships with industry, and consider adding courses related to digital technology and audiovisual translation.

