

SUMMARY

Making a Promotional Video of *Hidden Paradise* in Sumber Malang Situbondo, Tri Wahyuni, NIM F31160783, 2019, Language, Communication and Tourism Department, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd (Supervisor).

Making a Promotional Video of *Hidden Paradise* in Sumber Malang Situbondo, the purpose of conducting this product was to make promotional media of *Hidden Paradise* in Sumber Malang Situbondo located in Sumber Malang sub-district about 55 km from the Situbondo downtown. The benefit of this video is to deliver information about tourism objects in Sumbermalang sub-district. The writer used four data collecting methods, there were interview, observation, documentation also audiovisual material. The writer adapt four steps in making video, those were pre-production, production, post-production, evaluation proposed by Wirana and Lakoro (2017).

The writer devided the video into 3 parts. There are opening, content and closing. The opening, the writer greets to the viewers and showed tourism objects in Sumber Malang Situbodo. Than, the writer showed the location of sumbermalang Situbondo and describe about the story of hidden paradise in Sumbermalang sub-district. The duration of content is about 2 minutes.

The second part of this video is the content. The writer describes the historical story of each tourism objects , the access and facilities availables in tourism object Sumber Malang Situbondo. In this part, the duration is about 5 minutes.

The last part of this video is closing. The writer showed the icon in Sumber Malang. It is a large monument that is called “*The Hidden Paradise Cikasur Savana*” . The writer also showed some tourism objects in around the monument. The last, the writer showed the information from Head of Sumber Malang especially from Baderan village to invite the tourist to come to this place. The duration of this part about 2 minutes. To make the video, the writer should have a appropriate speaking skill and computer skill. In conclusion, the writer hope that this

promotional video is able to increase the number of tourists especially foreign tourists to visit in the Sumber Malang sub-district in Situbondo.