

SUMMARY

Making A Promotional Video of Batik Bougenville Situbondo, Dwi Indriani Mustika, F3115183, 39 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

Indonesia is one of the countries that rich of culture. One of them is Batik. Batik is a cloth that is made of traditional techniques. However, Batik of Indonesia has its own motif and color characterized by the cultures. Situbondo, a small city in east java has an identical Batik motif called shells. This is because Situbondo has many beaches and most of the people work as fishermen. There are many home industries in Situbondo, one of them is Batik Bougenville Situbondo.

Batik Bougenville Situbondo is located at jalan A. Yani III/10 RT 03 RW 01 Kelurahan Dawuhan Kecamatan Situbondo Kabupaten Situbondo. This company has a good aspect that very interesting to be visited. It provides Batik tulis cloth and printing by diverse patterns. Visitors are able to have direct interaction with the employees and to see the process of making Batik. Visitors from other city often visit this company which they want to order some cloths. So, there is some important knowledge about the process of making batik to be clothes. Batik Bougenville Situbondo also offers handicraft and other products. Visitor can learn about the process of making bags, sandals and other products with batik cloth as the basic material.

From those interesting activities conducted by Batik Bougenville Situbondo, this company should be promoted widely to society with the usage of promotional media. They already had guide book and website as their promotional medias. The guide book is written in Bahasa Indonesia. The guide book does not describe the situation in the company where visitor can enjoy the process of making batik. This guide book tends to focus on pictures with title description and information about Batik Bougenville. The website is not up to

date and the content is only the pattern of Batik produced in Batik Bougenville Situbondo without further explanation. Based on the writer's interview with the owner of Batik Bougenville Situbondo, the owner said that she needs other promotional media such as video of company profile.

In this final project, the writer did the translation process and several procedures. The writer adapted the process of translation by Nida and Taber (1982). The first was understands the meaning/message of source language text. The second was transferring the analized message and the last was restructuring message of translation. As for the procedure, the writer used transposition, borrowing and word-to-word procedures by Vinay and Darbelnet (1995).

By conducting this final project which was making a promotiomal video, the writer got some advantages for herself and others. The writer got more knowledge about the process of making video such as making a storyboard and the writer could increase her writing skill and speaking skill by writing the naration and dubbing in the video.