

SUMMARY

Making a Promotional Video of The Amazing Songgon District Banyuwangi,
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Banyuwangi is a Regency in East Java Province. Banyuwangi has many tourism attractions. In Banyuwangi, there is one sub-district that has a good tourism potential that has not been fully explored, namely Songgon District. Songgon has beautiful natural attractions because it is surrounded by mountains and plantations. The concern of this project was making a promotional video in English version. The benefits of this promotional video are as additional promotional video to introduce to foreign tourists about how beautiful Songgon is. The staff of Tourism and Culture Department in Banyuwangi asked the writer to make promotional video of Songgon.

The writer decided to use theory of making a promotional video by Foliard (2017). Those are coming up with a concept, writing script, performed pre-production, shooting the video, editing the video, optimize the video, code the video, promote the video. The writer also adds evaluation in the steps of making promotional video. In making this final project, the writer needed supporting data to complete with, interview, observation, documentation and audio visual material. The promotional video presented in three parts. They are opening, content and closing. The first part is greeting and introducing Songgon District. The second part is explanation about the tourism objects such as Songgon Pine Forest, Kembar Arum Waterfall and TelunjukRaung Waterfall. The last part is closing. The writer invites the foreign tourist to come to Songgon District.

In finishing this final project, the writer faced some difficulties especially in collect the information about the tourism objects. It was caused the interviewee gave limit information. Therefore the writer had to find the information from internet as an addition. The writer also faced difficulties in making script, because the writer lack of knowledge in making good script. So, the writer need consulted

the script with the supervisor to make good script. The last problem is the writer faced in editing the video. The writer could not give the title of video due to lack of learning about editing. The writer had to hire a professional editor to edit the video especially in giving the title of the video.

