

SUMMARY

Making Historical Rowo Bayu Promotional Video. Miftahul Janah. F31141288. 2017. Language, Communication and Tourism Department. Politeknik Negeri Jember. Nila Susanti, SS, M.Pd. (First Supervisor). Vigo Dewangga, SS, M.Pd. (Second Supervisor).

Making Rowo Bayu Historical video was the writer's final project. This final project focused on Making Rowo Bayu Historical Video. The purpose of conducting this project was to make promotional media of Rowo Bayu where the location was in Bayu village, Songgon district Banyuwangi. The benefit of this video is to deliver information about Rowo Bayu tourism object. Moreover, this video provide an interesting video, completed with good picture. Making this video, the writer used four data collecting methods, there were interview, observation, documentation and audiovisual materials. Moreover, the writer used nine steps in making video, those were, coming up concept, making story board and writing script, performing, pre-production planning, shooting the video, editing the video, evaluating, coding the video, distributing and optimizing the video, and promoting the video.

In addition, the writer divides the video in three parts for making video; there were beginning, contents and endings. The beginning only told general information about Rowo Bayu such as the location of Rowo Bayu from Rogojampi station. The video was made into English version in order to be understood by foreigner. However to make good video, the writer should have a good pronunciation, speaking and computer skill. In conclusion, the writer hopes this video can help POKDARWIS (*kelompok sadar wisata*) Songgon to promote Rowo Bayu to be more famous than before.