

SUMMARY

Making Video as a Promotional For Traveloky Tour and Organizer, Hudallah Arsadani, NIM F31222711, 2025, 44 pages, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor)

In response to the evolving demands of the tourism market, this project addresses the need for updated promotional materials for Traveloky Tour and Organizer, a Malang-based travel agency. A preliminary study revealed that the agency's existing promotional video was outdated. It featured a previous logo, showcased irrelevant activities, and was monolingual in Indonesian, which limited its reach to international tourists. This created a significant gap between the company's current, expanded services and its public-facing media, prompting the need for a new promotional tool to attract both domestic and international clientele.

To address this, the manager asked the writer to develop a bilingual promotional video. The creation of this video followed a systematic, seven-stage procedure adapted from Rosianta & Sabri (2018), which included collecting materials, creating a storyboard, script writing, shooting, voice recording, video editing, and file conversion. Data for the video's content was gathered through a combination of qualitative methods, including direct observation of the company's operations, in-depth interviews with the owner to capture the company's history and services, and the collection of existing documents and audiovisual materials provided by the agency.

The final product is an approximately five-minute promotional video designed to provide a comprehensive and engaging overview of Traveloky Tour and Organizer. The video is structured into three distinct parts: an opening that introduces the company and its history, a content section detailing its diverse services and tour packages, and a closing that provides contact information to encourage viewer engagement. A key feature of the video is its bilingual format, utilizing an English voice-over with Indonesian subtitles to cater to a broader audience.