

SUMMARY

Making a Video as a Promotional Media for Ruang Warna Jember, Habiba Nur Aini, F31222420, 2025, 31 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li. (Supervisor).

The final project involved creating a promotional video for Ruang Warna Jember, titled "Achieve Glorious Champion with Ruang Warna." Produced in a bilingual format (English and Indonesian), the video aims to make its message accessible to a wider audience. It was developed specifically for upload on Ruang Warna's Instagram and Facebook platforms, targeting students and parents interested in learning more about the course.

In the created video, the writer used steps by the expert Cresswell (2012) consisting of interviews, observations, documents and audio-visual material. The procedures use theories by Widjayanto and Astuti (2021) because their steps are very simple ways available to the writer, including pre-production (conducting processing ideas, writing a storyline, making a storyboard, production timeline, preparing the equipment and determining the budget), production, post-production, distribution & screening. The video is a bilingual version in 3 (three) minutes and has a ratio of 9:16 or Instagram Reels format, according to the owner's request.

The obstacle for making Ruang Warna's video is writing a report. The first is making more mistakes in grammar and processing ideas. Second, editing videos based on the creative and funny ideas to be implemented. The challenges made new experiences through the learnt process: how to make the timeline, writing the report with the proper grammar, shooting the videos and editing to share the commercial content.