

SUMMARY

Making A Promotional Video of *Desa Wisata Organic Lombok Kulon* in Bondowoso, Lutviatun Nafiah, Nim F31140819, Tahun 2017, English, Communication and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd, M.Pd (Supervisor I) and Titik Ismailia, S.Pd, M.Pd (Supervisor II)

Tourism becomes one of the important things that cannot be separated from the human needs. All people need to travel to refresh their mind by enjoying many kinds of tourism. Java Island is well known with the tourism destination such as mountain, beach, lake, waterfall, and tourism village. East Java is region with tourism potential that interesting compared to other surrounding provinces. A lot of cities in East Java were already explored, but some cities should be promoted to attract the tourists to visit like Bondowoso.

Bondowoso has many kinds of tourism objects include nature tourism, historical tourism, culture tourism, and culinary tourism. The visitors can enjoy those all tourism objects by only visit one destination that is tourism village. One of the tourism village in Bondowoso is *Desa Wisata Organic Lombok Kulon*.

Making a promotional video of Lombok Kulon entitled “The Aesthetic of Lombok Kulon” is the writer’s final project. This tourism village use a guide book and blog as their media promotion. The guide book put many of pictures and some of the layouts are still focus on the picture. Additionally, the content of the blog is consist of 4 articles explained about Lombok Kulon. There are some mistyping on those articles and also there are no animations at all. For that reason, the writer decides to make a promotional video. It will be presented in three parts like opening, body and closing. The first part is greeting and introducing Bondowoso. The second part explains about the brief history and shows all kind of activities there. The last part is persuaded the viewers to visit to Lombok Kulon. The writer uses writing, translation, and speaking skill to get a good result. The promotional video are available in English version and supported by Indonesian subtitle.