

SUMMARY

Travel Guide Video of Marvelous Lamongan Tourism Spot, Rini Ratnasari, F31140192, 2017. Language, Communication and Tourism Department, Politeknik Negeri Jember, Nanik Maryati, S. Pd., M. Pd., (First Supervisor), Nila Susanti, S. S., M, Pd. (Second Supervisor).

East Java has many potential cities in tourism object. A lot of cities were already explored in tourism object, but some cities should be promoted to attract the people or tourist visit. Lamongan is one of them. It is one of the cities in East Java that has a lot of potential tourism objects that can be explored such as beach, cultural tourism, religion tourism and recreation tourism. Kutang beach is the beautiful beach in this city. Lamongan is also famous for its recreation tourism and cultural tourism. There are Wisata Bahari Lamongan or we can called WBL as recreation tourism and Batik tourism that located in Sendang Agung regency as a cultural tourism.

Based on the writer's interview to the organizer assistant of Kutang beach that Kutang beach has a promotional media in the form of video in Indonesia version, but he said that this tourism object need an additional media that can support to be explored by tourist not only for domestic but also international tourist. That's the reason why the writer would like to make travel guide video in English version. This video will be the additional media in Lamongan city which actually have already had media but in the form of Video in Indonesia version. This video will be up to date which is consist of complete information about tourism objects in the Lamongan city recently. This video will be uploading in YouTube to reach all level of tourist wherever they are.

Based on Lyver (2001) there are three steps to make the video; pre-production, production and post-production. Pre-production part consists of determining target audience, budget, production planning and the story board. In production part there are two steps, making equipment checks and shooting video. The last step is post-production that consist of editing the video.