

SUMMARY

Making A Promotional Video of Virdes Batik Banyuwangi. Nurul Imaniah. F31140531. 2017. Language, Communication and Tourism Department. Politeknik Negeri Jember. Enik Rukiati, S.Pd., M.Pd. (First supervisor) and Vigo Dewangga, S.S., M.Pd. (Second Supervisor).

This paper is the report of the final project with the title making a promotional video of Virdes batik Banyuwangi. The project made because of the gallery has no media promotion available. Because of that reason the writer wants to make a promotional video that contains detail information of Virdes batik in Cluring Banyuwangi. The objective of the final project is to make a promotional video of Virdes batik collection in Cluring subdistrict, Banyuwangi, East Java. The writer is able to apply english skills especially in writing skill and speaking skill. And also it gave many advantages for management of Virdes batik and as a reference for students of English Department who want to conduct the project especially in making promotional video for other topic. In making this final project the writers discussed about language used, batik, promotional video, data collecting method and evaluation. The content of the video showed the location of gallery in first part, the second part the writer showed the batik collection and the process how to make batik. And the last part the writer showed the kind of batik that ever shown in various festival and also the video completed with explanation about the batik by the voice.

In finishing this project, the writer felt challenged. The writer faced some problems such as in making script of the video. She needed to learn about how to write a good script of promotional video. Although faced some problems in making the promotional video the writer also got some advantages like she improved her speaking skill especially in pronouncing the word or sentences.