

SUMMARY

Exploring Five Amazing Waterfalls in Banyuwangi: A Project of Promotional Video, Ika Ayu Yulianti, NIM F31140396, 2017, 38 pages, Language, Communication and Tourism Department, Politeknik Negeri Jember.

Tourism is one activity that can refresh our mind from our daily routines. Nowadays tourism becomes one of popular activities especially in Indonesia. Indonesia has many wonderful tourism spots especially for natural tourism objects. Thus, Indonesia becomes the most recommended destination for both domestic and international tourists. Every single place is always interesting to be explored including Banyuwangi. Nowadays tourism objects in Banyuwangi have been more developed and also more well known because of ecotourism program especially those related to the beaches. Although Banyuwangi tourism objects has become famous, there are still many unexplored tourism objects and one of them is waterfalls. Therefore, I made a promotional video to provides details information of the waterfalls.

This promotional video contains detail information about five waterfalls in Banyuwangi. They are Jagir, Kethegan, Pertemon, Kembar Arum, and Telunjuk Raung Waterfalls. The result of this final project is a promotional video in english version. This video will use persuasive and informative languages and it will divided into three parts they are opening, body and closing. The first part is opening that show about short video of Banyuwangi's tourism object and greeting from the writer. Then, the location of each waterfalls also the beauty of the waterfalls. The last part is closing that contain an invitation from the writer to come to the waterfalls.

When making this promotional video, the writer faced some problems, such as in making script and the storyboard of the video. She needed to learn about how to write a good script and storyboard of promotional video. The writer searched the articles about how to make a good script and the storyboard in the internet then practiced it. Although facing some problems in making the

promotional video, the writer also got some advantages. First she could improve her speaking skill, especially in pronouncing the word or sentences. Second, the writer could understand the steps of making promotional video. Third, the writer could improve her writing when making the script and the storyboard of the promotional video.