

SUMMARY

Making A Company Profile Video of Batik Labako Sumberjambe Jember, Siti Umi Anisah, Nim F31140646, Year 2017, 33 pages., Language, Communication, and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd (First Supervisor) and Siti Aisyiyah, S.Pd., M.Pd (Second Supervisor).

Batik is a masterpiece of the oral and Intangible Cultural Heritage of Humanity. Batik is also a fashion art of cultural wealth of Indonesia because each motif used is a symbol of wealth owned by any area in Indonesia and then serves as the identity of each region. One example in Jember is Batik Labako which used tobacco leaves as the characteristic because Jember Regency is one of the world's largest tobacco-producing.

A company that produces Batik Labako is Kampung Batik Labako UD. Bintang Timur Sumberjambe, Jember. The batik has known by domestic and foreign tourists but the company does not have a promotional media to keep the existence. Therefore, I decided to make a company profile video as one of media for introducing the company and its product in order it can be more known to the public and increase the customers. I use two languages in the video, those are English is used orally and Bahasa Indonesia is used for subtitling.

The title of the company profile video is Batik Labako Sumberjambe Jember. It consists of all information about the company and its product. The video consists of three parts, that are opening, main or content, and closing. Opening part consists of greeting and company's profile scene, main part consists of Batik Labako's explanation and subdistrict head's opinion scene, closing part consists of contact information and giving thanks scene. The duration of the video is 12 minutes and 23 seconds. In addition, the company profile video is equipped with images, some videos, and back sounds that are Corporate and Business Success, and also *Kentongan, Musik Patrol, Kesenian Khas Jember* that match with the scenes and it will be packaged in a CD form.