

## SUMMARY

**Making a Promotional Video of South Beaches in Lumajang.** Rani Dian Trisanti. F31150612. 2018. 48 pages. Language, Communication and Tourism Department. Politeknik Negeri Jember. Siti Aisyiyah, S.Pd. M.Pd. (Supervisor)

There is no doubt that Indonesia's tourism sector is now entering an interesting phase in its development. Based on statistic data of BPS (*Badan Pusat Statistik*) Indonesia (2010), Java is the fifth largest island in Indonesia. Java Island itself has so many tourism potentials like beautiful beaches, waterfalls, mountains, forests, lake and so on. Those kinds of tourism object have been developed, so it can attract more tourists to visit the object.

One of a tourism objects that we can choose is in Lumajang city. Lumajang is one of small towns that is located in East mount of Semeru in the East Java province. The beautiful tourism potential is presented in this regency, especially the southern coastal tourist areas, such as: Bambang beach, Dampar beach, Tlepuk beach, Watu Pecak beach, Watu Godag beach, Meleman beach.

Based on the interview to the one of staffs of The Tourism and Culture Department of Lumajang, she said that there was no promotional video especially for Dampar beach, Bambang beach and Watu Pecak beach as promotional media to promote the beaches tourism object. The Tourism and Culture Department of Lumajang only has brochures, booklets, leaflets, magazines, national and regional online media, t-shirts, stickers, bags, key chains, monopolies, fans to promote the tourism objects. One of the staffs in Marketing Division said that the writer could create promotional video especially for three south beach as promotional media for the beaches tourism object to increase the tourist. So that, the writer made a promotional video for the beaches destination because there was no existed media that specific the beaches tourism object. The writer made a promotional video for Dampar beach, Bambang beach and Watu Pecak beach, and hopefully the visitor can explore the beauty beaches destination.

The writer made promotional video in bilingual version, Indonesian Language and English. The purpose of this product is to give detail information about some beaches in Lumajang (Dampar Beach, Bambang Beach and Watu Pecak Beach), like location, entrance ticket prices, facilities, accesses, attraction, and the activities that can do in the beach. The promotional video was in 3 part, opening, body and closing.

The writer used the method from Fauzisyah in Munadi (2013) about procedure of making promotional video. They are Setting the scene or theme, Developing the theme (making script), Shooting, Editing. The writer also added two procedure they are Evaluation and Finishing.

Finally, the writer could finish this final project by Making a Promotional Video of South Beaches in Lumajang. The writer hoped she could help the Tourism and Culture Department of Lumajang to have the latest promotional video about south beaches in Lumajang and got many tourist who visit Lumajang Regency.