

## SUMMARY

**Making a Video Company Profile of Aston Hotel Jember**, Fajar Harniyanto, F31141718, 2017, 39 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Agus Setia Budi, S.Pd,M.Pd (First Supervisor) and Alfi Hidayatu Miqawati, S.Pd,M.Pd (Second Supervisor).

The development of tourism can also be seen from increasing amount of the tourists who visit the tourism objects in Indonesia. The development of tourism facilities are also related with tourism activity. The facilities that are related to tourism activity are transportation, travel agent, and accomodation. It can be seen from the number of hotels that spread in the entire cities of Indonesia. There are a lot of hotels in Indonesia. Aston is the name of International Hotel network. In Jember, Aston hotel has already operated and served many guests from other cities. The media that will help Aston Hotel for promote is company profile video.

Video is an audio visual medium that can show pictures and voice. The message in the video shows some facts (event, important moment, and news) or fictitiousness like a story and it could be informative, educative, and instructional. There are some kinds of video, those are non commercial use, documentation video, and company profile video. Company profile video is a video that contains information about a company and products. The information that will show is the grade of company.

In this final project the writer was made a company profile video of Aston Hotel Jember in english version and is supported with Bahasa Indonesia subtitle. The opening of the video showed the opening, general places, room types, facilities, activities, and closing the video by giving the information.

In collecting the data, the writer divided the result into three parts such as interview, observation and documentation. In making a video company profile of Aston Hotel Jember, the writer divided it into four parts those are preproduction, production, postproduction and finishing the product.

The final project of making a video company profile of Aston Hotel Jember had a purpose to promote Aston Jember Hotel & Conference become more

famous than before. The video was in English version with in Bahasa Indonesia subtitle. During the process of doing this final project, the writer got knew experience and the writer could apply his skills. The result of this final project is company profile video of Aston Hotel Jember it hoped could help the Aston Jember Hotel & Conference as a newest promotional medium to get more visitors who would visit Aston Jember Hotel & Conference.