

SUMMARY

Making A Promotional Video Of Desa Wisata Rawa Indah Almour Bondowoso, Lucy Chandra Saputri, Nim F31140494, 2017, 40 pages., Language, Communication and Tourism Department, Politeknik Negeri Jember, Nanik Mariyati, S.Pd., M.Pd. (Supervisor I) and Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor II).

Making A Promotional Video Of Desa Wisata Rawa Indah Almour is the writer's Final Project. The basic reason the writer chose this project was based on the writer's observation. The writer found that the international visitors were less interesting about this place. There were not new pictures and the detail information about its promotional video. This project focused on making a promotional video with a new condition of this place. Moreover, an aspect that made this project more interesting was the new real condition of this place by adding new pictures and some detail information in English version that was shown in video that burned into CD and uploaded into YouTube. The content of a promotional video divided into three parts; opening, content and closing. In making this promotional video, the writer used four steps; setting the theme or scene, developing the theme (making storyboard and script), Process and Finishing. The writer had problems in finishing the writer's final project in developing the idea especially in making script. The writer found the difficulties about choosing the suitable sentence for promotional video. Fortunately, the writer consulted it with the writer's supervisors and they helped to revise the product in order to get a better result. By watching from this video, the writer hoped that the international visitors would interested to visit this place. The writer believed this promotional video was helpful for the visitors to know the new condition of Desa Wisata Rawa Indah Almour.