

SUMMARY

Making a Promotional Video of *Kampung Wisata Kerajinan* in Gintangan Banyuwangi, Rifa'atun Jannah, NIM F31150470, 2018, Language, Communication and Tourism Department, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd (Supervisor).

Making a Promotional Video of *Kampung Wisata Kerajinan* in Gintangan Banyuwangi, the purpose of conducting this product was to make promotional media of *Kampung Wisata Kerajinan* in Gintangan Banyuwangi where located in Rogojampi district about 20 km from the city of Banyuwangi. The benefit of this video is deliver information about Gintangan village clearly. Moreover, this video provide an interesting video also good picture. Making this final project the writer used four data collecting methods, there were interview, observation, documentation also audiovisual material. Moreover, the writer used seven steps in making video, those were strategic planning, pre-production, production, post-production, evaluation, finishing, distribution and marketing.

In addition, the writer divides in three parts for making video, there were opening, content and closing. The first part of this video, is the opening that will show about some of tourism objects in Banyuwangi. Than, the writer will show about the location of *Kampung Wisata Kerajinan* uses google map. The writer show of the entrance of that villages. It make tourist easy to know the real location of the object. In this part the writer will show duration about 1,5 minutes. The second part of this video, the writer will show all kinds of tourism activities in *Kampung Wisata Kerajinan* like historical of *Kampung Wisata Kerajinan* and learning process of making bamboo handicraft. The duration of content about 4 minutes. The last part of this video, the writer will show some events such as bamboo handicraft festival and fashion show made from bamboo. This promotional video will be completed with the information about *Kampung Wisata Kerajinan* by using video, pictures and audio. The interesting of this video the writer will use instrumen traditional music from Banyuwangi itself. The duration

of this part about 1,5 minutes. However to make good video, the writer should have good pronunciation, speaking and computer skills. In conclusion, the writer hope that promotional video can increase tourists especially foreign tourists to visit in the *Kampung Wisata Kerajinan* and make more famous than before.