

## SUMMARY

**Making A Promotional Video of Batik Tulis Dewi Rengganis Probolinggo,** Tasnim Atsaniah, NIM F31171889, 2020, 29 pages, English Study Program, Politeknik Negeri Jember, Titik Ismailia, S.Pd., M.Pd. (Supervisor).

Batik is one of the cultural heritages of Indonesia, which is well-known for its unique designs and patterns. Each region in Indonesia has its batik motifs, including Probolinggo Regency. *Batik Probolinggo* is included in the type of *batik pendalungan* and usually combines three colours; those are vibrant, dark, and soft colour. The development of *Batik Probolinggo* has been increasing since 2011. There are many developing batik industries in Probolinggo Regency. One of them is Batik Tulis Dewi Rengganis. The writer did preliminary study about the company. The result of the preliminary study shows that the company only officially owns Instagram account to promote the company. The company has not posted any video that promote the product in their Instagram account. Therefore, the writer decided to make a promotional video to enhance the effectiveness of promotional media of this company.

In order to make the promotional video, the writer needed data from the company. Therefore, the writer used the data collecting methods stated by Creswell (2009) to collect the data needed for the video. The data collecting methods are interview, observation, documents, and audio-visual materials. In the interview, the writer got information about the history and development of the company, the process of producing batik, various motifs of batik in the company, peculiarity of the product, price of the product, achievement of the company and rewards that the company has. In the observation, the writer got data about the process and equipment of making batik, and kind of batik product at the company. In the document, the writer got data about the photos of some batik motifs, video of the gallery, video of *lorod* process, maps and routes, reviews about the company and batik products. In the audio-visual materials, the writer took video related to the gallery and workshop of the company.

After getting the data, the writer started making the promotional. The writer adapts the procedures of making video stated by Littlefield and Hutton (2015). The procedures are pre-production, production, and post-production. The first step is pre-production. In this step, the writer decided the concept of the video, made script and storyboard, chose the equipment for making the video, and made the shooting schedule. The second step is production. The writer came to the company to take audio-visual materials. The third step was post-production. In this step, the writer did the transcribing. Afterward, the writer hired editor to edit the video. Then, the writer asked feedback from the supervisor related to the video, revised the video, and distributed the video to the owner.