

SUMMARY

MAKING A VIDEO AS A PROMOTIONAL MEDIUM FOR MUSEUM TELU JEMBER, Savina Yuliyanti Rachma Putri Anan, NIM F31230384, 36 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Rizqi Febrian Pramudita, S.Pd., M.Pd. (Supervisor).

This final project report entitled " Making a Video as a Promotional Medium for Museum Telu Jember." The purpose of this final project is to create a bilingual promotional video for the Museum Telu Jember, a cultural heritage tourism destination that focuses on history, art, and culture through the unique philosophy of the number three, or "telu." The video was created to introduce the uniqueness, history, activities, facilities and social media information of the museum to a wider audience, including local and international visitors, expected can increasing public awareness and interest in visiting museum. Furthermore, this video is expected to support the Museum Telu's promotional efforts through social media platforms.

To complete this project, the writer applied four data collection methods based on Creswell's (2012) theory: observation, interviews, documents, and audiovisual materials. The video production process followed a systematic seven-stage procedure adapted from Rosianta and Sabri (2018): collecting the materials, creating the video script, creating the storyboard, shooting process, recording the voice-over, editing the video, and exporting the files.

In the pre-production stage, the writer conceptualized the content based on the history of the Museum Telu, developed a bilingual script (English for narration and Indonesian for subtitles), and created a storyboard to organize the video flow. The production phase involved recording high-quality footage on-site using a DSLR camera and tripod, assisted by a professional videographer. The footage captured the museum's atmosphere, collections, visitor activities, and facilities. The writer recorded

the narration using her own voice, while focusing on the tone and clarity. The post-production stage included editing using Adobe Premiere Pro and CapCut Desktop, which involved adding background music, transitions, subtitles, and sound enhancement.

After the editing process was completed, the video was reviewed by the supervisor and owner of Museum Telu Jember. After revisions based on their feedback, the final version was exported in 1080p resolution. The result was a promotional video with a duration of 4 minutes and 9 seconds that showcases the history, collection, activities, facilities and social media information of Museum Telu.

Throughout the process, the writer faced several challenges, including multiple retakes during the voice-over recording to ensure accurate pronunciation and independently completing several technical revisions during video editing. Despite these challenges, this project provided valuable experience in translation, digital storytelling, and multimedia production.

In conclusion, the writer recommends that Museum Telu Jember enhance its visitor experience by providing interactive features such as QR codes and audio guides for its collections. For the English Study Program, it is recommended to offer more practical courses in digital media, such as video editing, to better prepare students for multimedia-based final projects and industry-relevant skills.