

SUMMARY

Making a Video as a Promotional Medium for Legomoro Waterfall,

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This final project was conducted to create a promotional video for Legomoro Waterfall, a natural tourist destination located in Sumbermulyo Hamlet, Margomulyo Village, Glenmore District, Banyuwangi. Legomoro Waterfall is known for its twin waterfalls, natural scenery, cool atmosphere, and various visitor facilities. However, information about this destination is still limited, causing many people to be unfamiliar with its tourism potential. Therefore, the writer created a promotional video to introduce Legomoro Waterfall to local and international audiences.

In the literature review, the writer explains tourism promotion, promotional media, and promotional video. The writer compares two video production methods and chooses the method by Kusuma et al. (2020) which consists of three stages: pre-production, production, and post-production. During the pre-production stage, the writer developed the video concept, prepared the script, and created a storyboard. The promotional video was entitled “The Hidden Beauty of Legomoro Waterfall.” The script was first written in Indonesian and then translated into English to produce a bilingual promotional video. Before the production process began, the script was reviewed and approved by the management of Legomoro Waterfall and the supervisor.

The data collection process was conducted through interviews, observation, documents, and audiovisual materials. The interview was conducted with the management of Legomoro Waterfall to obtain information about its history, management, facilities, uniqueness, vision, mission, and future development plans. Observation was carried out by directly visiting the location to observe the natural environment, visitor activities, and available facilities. Audiovisual materials were collected through photographs and video recordings of the waterfall, surrounding scenery, facilities, and visitor activities. The information collected through these methods was used to support the content of the promotional video.

During the production stage, the writer worked together with a professional videographer and used a Sony A6000 camera and drone to capture footage of the waterfall and its surroundings. The video highlights the natural beauty of Legomoro Waterfall, visitor activities, and supporting facilities such as parking areas, public toilets, prayer rooms, gazebos, food stalls, WiFi access, and photo spots. The video was produced in Indonesian and English versions to reach a wider audience.

In the post-production stage, the writer organized the footage, selected the best clips, edited the video, added narration, subtitles, transitions, and background music, and then rendered the final video. After all editing and compositing processes were completed, the promotional video was reviewed by the management of Legomoro Waterfall and the supervisor. The management gave positive feedback and stated that the video was already good enough, while the supervisor provided several suggestions for improvement. After revisions were completed, the final video was exported and published through the official social media accounts of Legomoro Waterfall, including Facebook, YouTube, TikTok, and Instagram.

The result of this final project is a bilingual promotional video that successfully introduces the tourism potential of Legomoro Waterfall. The video provides information about the destination's natural attractions, facilities, visitor activities, and tourism experience in an engaging and informative way. One of the strengths of the video is the use of Indonesian and English, which helps reach both local and international audiences. The use of drone footage also helps present wider views of the waterfall and surrounding environment.

During the project, the writer faced several challenges. One challenge was presenting complete information within a short and engaging video duration. The writer had to select the most important information so that the video remained interesting and easy to understand. Another challenge was balancing visual elements, narration, subtitles, and background music to ensure that the message could be delivered clearly. In addition, the writer needed to create both Indonesian and English versions while maintaining the same message and information in each version. Recording videos in an outdoor natural area was also challenging because the writer had to adjust the filming schedule according to weather conditions.

Capturing stable drone footage was another challenge because of strong winds and the location being surrounded by many trees. Despite these challenges, the promotional video successfully introduced Legomoro Waterfall and its main attractions to viewers.

In conclusion, the writer learned many things from this final project. The writer applied skills learned during college, such as a writing script, video production, narration, and video editing. The writer also improves soft skills such as communication, teamwork, responsibility, and time management. The promotional video is use full to have more people know about Legomoro Waterfall and encourage more tourists to visit this natural tourist destination in Glenmore, Banyuwangi.