

SUMMARY

Developing an Audio-Visual Medium as a Bilingual Tourism Promotion for Bohay Beach, Probolinggo, Yuliana Surya Rahman, F31232352, 2026, 33 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana S.S., S.Pd., M.Pd. (Supervisor).

Tourism in East Java has experienced stable growth, especially in natural destinations such as beaches and mountains. One of the regions with strong tourism potential is Probolinggo Regency, known as the gateway to Bromo Tengger Semeru National Park, a major internationally recognized tourist destination. In addition, Probolinggo Regency has other natural attractions, especially beach tourism. One of them is Bohay Beach, located in Binor Village, Paiton District, Probolinggo Regency. Bohay Beach is strategically located along the Pantura route, making it easily accessible to tourists. Managed by BUMDes Binor Energy, Bohay Beach has great potential to attract visitors. However, its promotion is still limited and has not yet used bilingual promotional videos to reach both domestic and international tourists.

The objective of this final project is to create a bilingual promotional video for Bohay Beach as a more engaging and informative promotional tool. To collect the required data, the writer employed observation, interviews, documentation, and audiovisual methods. The video production process followed the seven stages outlined by Rosianta and Sabri (2018), namely data collection, storyboard creation, scriptwriting, filming, sound recording, file conversion, and video editing.

The result of this project is a bilingual promotional video, 5 minutes and 15 seconds long. The video showcases the beauty of Bohay Beach, various tourist activities such as snorkeling, speedboat rides, live music, and culinary tours, as well as facilities, tour packages, and contact information. The video was produced in MP4 format at 3840×2160 resolution (4K Ultra HD), making it suitable for digital promotional content across various social media platforms.

During the project, the writer encountered several challenges, including limited equipment, difficulties using CapCut for video editing, and problems

recording the English voice-over. However, these challenges were overcome through independent learning, guidance from the supervisor, and support from Bohay Beach managers, friends, and family, allowing all stages of the project to be completed successfully.

Through this project, the writer gained new experiences and skills in communication, teamwork, scriptwriting, promotional video production, and video editing. The writer hopes that this bilingual promotional video will help promote Bohay Beach and attract more domestic and international tourists. In addition, this project is expected to serve as a reference for students in the English Language Studies Program who wish to develop digital promotional media for the tourism industry.