

SUMMARY

Making a Promotional Video for Farah Handcraft Jember, Nuruddin Maulana Arrijal, F31230529, 2026, 51 Pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Dr. Siti Aisyiyah, S.Pd., M.Pd. (Supervisor)

The final project was conducted to create a bilingual promotional video as a marketing medium for Farah Handcraft Jember. The project was developed to help the business introduce its products more effectively and provide comprehensive information to potential customers. The promotional video was designed using English narration and Indonesian subtitles to reach both domestic and international audiences.

Farah Handcraft is a home-based handicraft business located in Jember that produces various handmade products, such as macramé bags, canvas bags, bag chains, and keychains. Although the business has utilized social media platforms for promotion, the existing promotional content mainly consists of product photos and simple videos with limited information. Therefore, a promotional video was considered necessary to present the products, production process, business background, location, and contact information in a more attractive and informative way.

The writer collected data through interviews, observation, documents, and audiovisual materials. The process of creating the video followed three stages proposed by Rimayanti et al. (2019): pre-production, production, and post-production. These stages included concept development, script writing, storyboard creation, production schedule, recording, editing, and final revision.

The final product was a five-minute promotional video entitled “Farah Handcraft: Timeless Elegance in Every Detail.” The video presents detailed information about Farah Handcraft through attractive visuals, clear narration, and a bilingual format. It is expected to support the promotional activities of Farah Handcraft, increase brand awareness, and attract more customers. In addition, this project provided valuable experience for the writer in communication, writing, translation, video production, and project management.

This project provided several benefits. For the owner of Farah Handcraft, the promotional video can help increase brand awareness and expand market reach to both domestic and international customers. For customers, the video provides comprehensive

information about the products, production process, and business profile, enabling them to gain a better understanding of the value and quality of the handmade products. For the writer, the project enhanced skills in communication, writing, translation, video production, and project management. In addition, the final project can serve as a reference for students of the English Study Program who are interested in conducting similar projects related to promotional media and digital content creation.