

SUMMARY

Making a Video as a Promotional Medium For Sukamade Beach Banyuwangi, Mohamad Rafael Bintang Holyo, F31231479, 2026 32 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati S.Pd., M. Pd (Supervisor).

Sukamade Beach Banyuwangi located within Meru Betiri National Park in Banyuwangi Regency, East Java, is a unique coastal destination known as a nesting site for several species of sea turtles. Beyond its natural beauty, the beach serves as a conservation area and a site for environmental education, distinguishing it from other coastal destinations in Banyuwangi that mainly rely on scenic attractions. However, its promotion has so far relied only on a website and social media, while a preliminary study with the beach organizer revealed that many visitors come from abroad, particularly the Netherlands. This indicated a need for promotional media that could reach both domestic and international audiences, which led to the idea of developing a bilingual promotional video.

This final project was carried out with the objective of promoting Sukamade Beach Banyuwangi to a wider audience through the production of a bilingual promotional video entitled Hidden Paradise "SUKAMADE." The video was created in collaboration with Meru Betiri National Park and was intended for distribution on social media platforms such as YouTube, Instagram Reels, and TikTok. In producing the video, the writer applied three steps. They were pre-production, production, and post-production. Data supporting the content of the video were gathered through four methods, namely observation, interviews, documents, and the collection of audiovisual materials.

Through observation and interviews with the staff of Meru Betiri National Park, the writer obtained information about the facilities, activities, access, and regulations of Sukamade Beach Banyuwangi, which then became the basis for the storyboard and script. The video was structured into three main parts, namely opening, content, and closing, and combined visual footage, voice-over narration in English, and Indonesian subtitles, together with background music. The production stage involved hiring a videographer for filming. The writer guided the videographer what angle that had to be on video also the writer guided the videographer to shot the scenery for collecting more materials. The videographer also edit the

video used DaVinci Resolve for editing, while the post-production stage focused on rendering the video in 1080p at 60 fps and designing a thumbnail using Canva.

The promotional video successfully presents the natural attractions, facilities, and sea turtle conservation activities of Sukamade Beach Banyuwangi in a bilingual and visually engaging format, making it suitable for both domestic and international viewers. The greatest challenge faced during the project was the difficult access to Sukamade Beach Banyuwangi itself because of the rocky, slippery and steep roads. Despite these limitations, the project provided valuable lessons in creative strategy, script and storyboard development, and professional communication, and it is expected to serve as an additional promotional medium that can help attract more visitors to Sukamade Beach Banyuwangi.