

**MAKING VIDEO AS A PROMOTIONAL MEDIUM FOR
SUKAMADE BEACH BANYUWANGI**

A FINAL PROJECT REPORT



By

Mohamad Rafael Bintang Holyo

F31231479

**ENGLISH STUDY PROGRAM
LANGUAGE, COMMUNICATION AND TOURISM DEPARTMENT
POLITEKNIK NEGERI JEMBER
2026**

**MAKING VIDEO AS A PROMOTIONAL MEDIUM FOR
SUKAMADE BEACH BANYUWANGI**

FINAL PROJECT REPORT



Presented as one of the requirements for the completion of the study in
A-Three Year Diploma Program at the English Study Program
Language, Communication, and Tourism Department
Politeknik Negeri Jember

By
Mohamad Rafael Bintang Holyo
F31231479

ENGLISH STUDY PROGRAM
LANGUAGE, COMMUNICATION, AND TOURISM DEPARTMENT
POLITEKNIK NEGERI JEMBER
2026

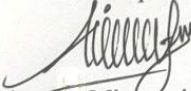
MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY
POLITEKNIK NEGERI JEMBER
LANGUAGE, COMMUNICATION AND TOURISM DEPARTMENT

MAKING A VIDEO AS A PROMOTIONAL MEDIUM FOR SUKAMADE
BEACH BANYUWANGI

Mohamad Rafael Bintang Holyo (F31231479)

Examined on: July 28, 2026
And Declared Eligible

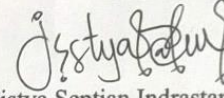
The Chairperson,


Alfi Hidayati, Miqawati S.Pd, M.Pd.
NIP. 198504132015042007

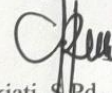
The Secretary,


Enik Rukiati, S.Pd., M.Pd.
NIP. 197409102002122001

The Member,


Nodistya Septian Indrastana, S.S., S.Pd., M.Pd.
NIP. 198809222018032001

The Supervisor,


Enik Rukiati, S.Pd., M.Pd.
NIP. 197409102002122001

Approved by,
The Chair of Language, Communication, and Tourism Department


Enik Rukiati, S.Pd., M.Pd.
NIP. 197409102002122001

STUDENT STATEMENT OF ORIGINAL AUTORSHIP

I, who is undersigned:

Name : Mohamad Rafael Bintang Holyo

NIM : F31231479

I state that the report of the final project entitled "Making Video As Promotional Medium For Sukamade Beach Banyuwangi" is my real work, except where the source is cited and never submitted to any institution. It is not a work of plagiarism. I am responsible for the correctness of the information published and must upload a scientific attitude.

This statement I made was real, without any pressure and coercion from any party, and I am ready to receive academic sanctions if in the future it is proven that this statement is not true.

Jember, July 28, 2026



Mohamad Rafael Bintang Holyo
NIM. F31231479



**PERNYATAAN PERSETUJUAN PUBLIKASI KARYA ILMIAH
UNTUK KEPENTINGAN AKADEMIS**

Yang bertandatangan di bawah ini, saya :

Nama : Mohamad Rafael Bintang Holyo
Nim : F31231479
Program Studi : Bahasa Inggris
Jurusan : Bahasa, Komunikasi, dan Pariwisata

Demi pengembangan ilmu pengetahuan, saya menyetujui untuk memberikan kepada UPA. Perpustakaan Politeknik Negeri Jember, Hak Bebas Royalti Non-Eksklusif (*Non-Exclusive Free Right*) atas karya ilmiah berupa Laporan Tugas Akhir saya yang berjudul :

**MAKING A VIDEO AS A PROMOTIONAL MEDIUM FOR SUKAMADE BEACH
BANYUWANGI**

Dengan Hak Bebas Royalti Non-Eksklusif, UPA. Perpustakaan Politeknik Negeri Jember berhak menyimpan, mengalihkan media atau format, mengelola dalam bentuk Pengakalan Data (*Database*), mendistribusikan karya dan menampilkan atau mempublikasikannya di Internet atau media lain untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan saya sebagai penulis atau pencipta. Saya bersedia untuk menanggung secara pribadi tanpa melibatkan pihak Politeknik Negeri Jember, segala bentuk tuntutan yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah ini. Demikian pernyataan ini saya buat dengan sebenarnya.

Jember, July 28, 2026



Mohamad Rafael Bintang Holyo
F31231479

MOTTO

“Don’t expect me to surrender while I’m still breathing”

(Uzumaki Nagato)

DEDICATION

This final project is dedicated to my beloved parents, my beloved mother Adinda Maya Juwita and my beloved Father Agus Wahid Hidayat, who gave me their best effort and support for my study in this polytechnic.

ACKNOWLEDGMENT

Firstly, the writer expresses heartfelt gratitude for the mercy and blessings of Allah SWT, which have enabled the successful completion of the final project entitled “Making a Video as a Promotional Medium for Sukamade Beach Banyuwangi” The writer would also like to extend sincere thanks to all those who have contributed and provided support throughout the process of completing this report.

1. Saiful Anwar, S.TP, M.P., as The Director of Politeknik Negeri Jember.
2. Enik Rukiati S.Pd., M.Pd., as The Chair of Language, Communication and Tourism Department of Politeknik Negeri Jember and my supervisor for this final project.
3. Alfi Hidayatu Miqawati, S.Pd, M.Pd as the second examiner for this final project examination.
4. Nodistya Septian Indrastana, S.S., S.Pd., M.Pd. as the Coordinator of English Study Program and the first examiner for this final project examination.
5. Gulit Tornado Taufan, S.Pd., M.Pd. as the Coordinator of Final Project.
6. All staff of Meru Betiri National Park for helping the writer to conduct a final project in Sukamade Beach Banyuwangi
7. All lecturers in English Study Program who guided the writer and gave support for my study in this Study Program.
8. All friends in English Study Program and all friends that help the writer to write this final project and develop product.

Jember, July 28, 2026



Mohamad Rafael Bintang Holyo
NIM F31231479

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.

TABLE OF CONTENTS

COVER	ii
STUDENT STATEMENT OF ORIGINAL AUTHORSHIP	iii
PERNYATAAN PERSETUJUAN PUBLIKASI KARYA	Error! Bookmark not defined.
MOTTO	vi
DEDICATION	vii
ACKNOWLEDGMENT	viii
SUMMARY	ix
TABLE OF CONTENTS	xi
LISTS OF APPENDICES	xiv
CHAPTER 1 INTRODUCTION	2
1.1 Background	2
1.2 Objective	3
1.3 Significances	4
1.3.1 For the Writer	4
1.3.2 For Meru Betiri National Park	4
1.3.3 For Viewers	4
1.3.4 For the Students of the English Study Program	4
CHAPTER 2 REVIEW OF LITERATURE	5
2.1 Promotional Media	5
2.1.1 Definition of Promotional Media	5
2.1.2 Type of Promotional Media	5
2.2 Video	5
2.3 Bilingual	6
2.4 Procedure of Making Video	6
2.4.1 Procedures for making video by Cartwright (2016) in Acharya (2019). ..	6
2.4.2 Procedure for making video by Ivan et al. (2021)	7
CHAPTER 3 METHOD	9
3.1 Short Product Description	9

3.2	Location and Duration.....	9
3.3	Tools and Materials	9
3.3.1	Tools.....	9
3.3.2	Materials.....	10
3.4	Data Collection Method	10
3.4.1	Observation.....	10
3.4.2	Interview	10
3.4.3	Documents	11
3.4.4	Audiovisual materials	11
3.5	Procedure of Making Video	11
3.5.1	Pre-production	11
3.5.2	Production.....	12
3.5.3	Post-production.....	12
CHAPTER 4. RESULT AND DISCUSSION		13
4.1	The Results of Data Collection	13
4.1.1	The Results of Observation.....	13
4.1.2	The Results of Interview	14
4.1.3	The Results of Documents	15
4.1.4	The Results of Audiovisual Materials.....	15
4.2	The Results of Making Promotional Video for Sukamade Beach Banyuwangi.....	15
4.2.1	Pre-production.....	15
4.2.4	Production	16
4.2.5	Post-production	16
4.3	Discussion	17
4.3.1	Strengths.....	17
4.3.2	Weakness.....	17
4.3.3	Challenges	17
4.3.4	Lesson learned.....	18
CHAPTER 5. CONCLUSION AND SUGGESTION		22
5.1	Conclusion	22

5.2	Suggestion.....	22
5.2.1	Meru Betiri National Park.....	22
5.2.2	English Study Program	22
REFERENCES.....		23
APPENDICES		25

LISTS OF APPENDICES

Appendix 1. Observation Sheet.....	25
Appendix 2. Question List of Interview.....	23
Appendix 3. Budget Estimation of the Final Project	25
Appendix 4. Production Process	26
Appendix 5. Storyboard	26
Appendix 6. Video Script.....	29
Appendix 7. Timetable.....	23
Appendix 8. Plagiarism Certificate	23
Appendix 9. Consultation Form.....	24
Appendix 10. Letter of Product Submission Statement.....	25

CHAPTER 1 INTRODUCTION

1.1 Background

Indonesia is an archipelagic country with diverse natural and cultural resources that provide considerable potential for tourism development. Coastal destinations are among the attractions that can support tourism activities and provide opportunities for environmental and educational experiences. In Banyuwangi, for example, Grand Watu Dodol has been developed as an educational tourism destination that combines coastal attractions with environmental learning (Putri et al., 2024). These developments show that coastal tourism can offer experiences beyond scenery alone. At the eastern tip of Java Island lies Banyuwangi, which is known as The Sunrise of Java and offers various tourism destinations, including beaches. One of these destinations is Sukamade Beach, located within Meru Betiri National Park. The beach is associated with sea turtle conservation and provides opportunities for visitors to learn about wildlife and environmental protection. This conservation character gives Sukamade a distinctive tourism value compared with destinations that are promoted mainly for scenery. observe turtle nesting activities up close, participate in conservation programs, and learn about the importance of protecting marine ecosystems.

Tourism activities at Sukamade Beach Banyuwangi aim to balance environmental preservation with educational and economic benefits for local communities. However, the development of tourism at Sukamade Beach Banyuwangi faces several challenges, including environmental vulnerability, limited accessibility, and the need for effective management strategies. According to staff of Meru Betiri National Park, reaching Sukamade Beach Banyuwangi can take several hours through difficult and forested terrain, which may limit accessibility for some tourists. The journey to Sukamade Beach Banyuwangi is time-consuming and highly dependent on weather conditions, as heavy rain can make the roads muddy and slippery. These conditions pose serious challenges to tourism development. The writer conducted a preliminary study with the staff of Meru Betiri National Park and also a staff of Sukamade Beach Banyuwangi

organizer—to obtain information about the availability of promotional media for the destination. The staff stated that they use a website <https://merubetiri.id> and social media such as Instagram @btn_merubetiri, youtube @merubetiri and Tiktok as promotional media. Furthermore, one of the staff mentioned that the visitors came from foreign country such as Denmark, Australia, Russia and Netherlands. This indicates that Sukamade Beach Banyuwangi has potency to attract not only domestic tourists but also international tourists. Furthermore, Meru Betiri National Park opens an opportunity for every student, researcher or everyone who wants to create a promotional media that help Sukamade become well known to the wider visitors. Therefore, the promotional media should be able to reach both local and foreign visitors. One way to achieve this is by using a bilingual promotional video.

A bilingual video was produced in Indonesian and English with the purpose to communicate information more effectively to wider visitors. Indonesian is intended for domestic tourists, while English is to facilitate international tourists to understand the attractions, facilities, activities, and travel information related to Sukamade Beach Banyuwangi. By providing information in two languages, the promotional video is expected to increase the visibility of Sukamade Beach Banyuwangi and attract more visitors from both local and international visitors. However, additional promotional media are required to introduce Sukamade Beach Banyuwangi to wider tourists. People are mostly use social media platforms such as YouTube, Facebook, Instagram and TikTok. Social media help attract more local and international tourists by sharing engaging photos and videos accompanied by captions and emojis, and it is more easily accessible to the general public. For that reason, the writer with the agreement of staff of Meru Betiri National Park agreed to make promotional video as a media promotion for Sukamade Beach Banyuwangi.

1.2 Objective

The objective of this final project was to create a video as a promotional media to promote Sukamade Beach Banyuwangi to the world.

1.3 Significances

Based on the objective mentioned, the reports and products of the final project provided benefits for the following parties:

1.3.1 For the Writer

This final project helps the writer improve creativity and technical skills such as editing and visual storytelling. It also enables the writer to build portfolio that demonstrate the ability to create effective promotional media for tourism destinations.

1.3.2 For Meru Betiri National Park

The product of this final project provides a promotional media in the form of bilingual video that can be used as a medium to promote Sukamade Beach Banyuwangi that hopefully can attract local and international visitors.

1.3.3 For Viewers

Viewers get information and visual description about Sukamade Beach Banyuwangi such as information about access and accommodation.

1.3.4 For the Students of the English Study Program

The product of this final project can be used as a reference for the English Study Program students who want to make similar final project to make a video as promotion media in different place.

CHAPTER 2 REVIEW OF LITERATURE

2.1 Promotional Media

2.1.1 Definition of Promotional Media

Promotional media are tools used to promote products or services, either online or offline. According to Altheide & Snow (2017), media are forms of communication that use various systems, ranging from online to offline platforms, and function as tools that help senders deliver information to recipients. Meanwhile, Hodgkinson (2017) states that media function as communication platforms integrated into social life and influence how people think and interact. Similarly, Alexandrescu & Milandru (2018) explain that promotion involves activities of informing, persuading, and influencing consumers to make decisions about the products they intend to purchase. From those theories, the writer concludes that promotional media are communication tools used to deliver information, persuade audiences, and influence consumer decisions regarding products or services through both online and offline platforms.

2.1.2 Type of Promotional Media

Promotional media in the tourism sector include websites, social media, and other digital communication channels that can effectively reach target audiences (Utomo et al., 2023). Meanwhile according to study conducted by Kristia and Harti (2021), digital promotional media include social media platforms such as TikTok, which utilize short video content as a marketing strategy to attract audiences and influence purchasing interest.

2.2 Video

Promotional video is an audiovisual medium that uses sound and moving images to communicate information, present brand characteristics, and market products or services to consumers (Nugroho et al., 2023). Meanwhile Widar (2021)

Stated that video media is a type of audio-visual media that relies on both the senses of hearing and sight. It functions as an audio-visual medium that showed moving objects by presenting information, demonstrating processes, explaining concepts, and influencing attitudes in conclusion video is a form of audio-visual media that engages both the senses of hearing and sight. It serves as a medium for presenting moving images to describe information, demonstrate processes, explain concepts, effectively.

2.3 Bilingual

Bilingualism is intrinsically a multifaceted and heterogeneous construct, relevant to many scientific and applied fields, including linguistics, psychology, neuroscience, education, and speech-language pathology, among others. In summary bilingual video that using two languages serve as a media that make the viewer easy to understand what the video explained about Kaščelan et al. (2022). Meanwhile, Mayr & Morris (2021) stated that pronunciation patterns of bilinguals and their development have been investigated in a number of ways. Generally, a distinction is made between internal linguistic factors, on the one hand, and external social and psychological factors, on the other. The writer cited that the study is relevant in making voice over in the video and influence the psychological and social perceptions of potential viewers who hear them.

2.4 Procedure of Making Video

There were some experts proposed different procedures in making video. Cartwright (2012) in Acharya (2019). describes the procedures of making video into three major phases. They are pre-production, production, and post-production. Meanwhile, Ivan et al. (2021) presents the procedures of making video as a design process consists of five stages. They are empathized, define, ideate, prototype and test. The description of those two procedures were described in the next sub chapter.

2.4.1 Procedures for Making Video by Cartwright (2012) in Acharya (2019)

a. Pre-Production

Pre-production is the planning phase of video production. Cartwright (2012) in Acharya (2019) explains that video production is commonly divided into three major phases: pre-production, production, and post-production. Pre-production involves preparing the project before shooting begins. The planning process may include needs assessment, audience and objective identification, budget preparation, script development, storyboard preparation, selection of talent and locations, scheduling, and preparation of production resources. Cartwright emphasizes that careful planning helps the production team organize the work and reduce avoidable problems during production and post-production.

b. Production

Production is the stage in which the planned material is recorded. At this stage, the production team carries out the shooting and recording according to the approved plan, including the required locations, camera work, sound, talent, and other production resources.

c. Post-Production

Post-production is the stage in which the recorded material is processed and assembled into the final program. discusses post-production planning and activities such as reviewing and selecting footage, editing, audio work, graphics, and preparation of the final output. Therefore, post-production is not limited to rendering; it includes the processes required to turn the recorded material into a finished video.

2.4.2 Procedure for Making Video by Ivan et al (2021)

Ivan et al. (2021) describe a five-stage design process of making video. The stages consist of empathize, define, ideate, prototype, and test.

a. Empathize

The empathize stage focuses on understanding students' learning needs before producing a learning video. Rather than creating videos merely to demonstrate the use of modern technology, educators should ensure that the videos support meaningful learning. At this stage, educators identify the learning objectives that students need to achieve, determine the problems students encounter during the

learning process, and consider the types of learning media that best suit students' preferences and characteristics.

b. Define

The define stage involves identifying the main problems and formulating ideas that will guide the video production process. After collecting information from the previous stage, educators organize and analyze the findings to determine the most appropriate concept and video style. This process helps narrow down various ideas into one clear and relevant solution.

c. Ideate

In the ideate stage, educators generate creative ideas by questioning existing assumptions and exploring alternative solutions. For example, learning videos can be uploaded to YouTube so that students who are unable to attend class can still access the lesson. Another idea is to use a more conversational communication style that reflects students' daily interactions while maintaining politeness and educational values. These ideas are intended to make learning videos more engaging and accessible.

d. Prototype

The prototype stage is the process of developing an initial version of the learning video. The prototype may be presented as a storyboard, a rough draft, or a more complete video concept. This initial version allows educators to evaluate the design, gather feedback, and identify aspects that need improvement before producing the final video.

e. Test

The final stage is testing, in which the learning video is evaluated to determine its effectiveness. Ivan et al. (2021) explain that the evaluation includes an overall assessment of the video as well as an analysis of its strengths, weaknesses, opportunities, and threats (SWOT). The results of this evaluation are then used to improve the quality of the learning video.

Based on the two approaches discussed above, the writer selected the three-phase video production process described by Cartwright (2012). This process was selected because it directly describes the production of video through pre-

production, production, and post-production which were appropriate for developing the promotional video for Sukamade Beach Banyuwangi. Acharya (2019) is used as supporting literature because his study applies the same three-phase structure to educational video production.

CHAPTER 3 METHOD

3.1 Short Product Description

The product of this final project is a promotional video. The video was created in collaboration with the Meru Betiri National Park who organized Sukamade Beach Banyuwangi. The purpose of the video is to promote Sukamade Beach Banyuwangi to attract local and international visitors. The contains of three main parts such as opening, content, and closing.

The opening shows overlay text animation title of the video. The content shows information related to Sukamade Beach Banyuwangi such as the beach, turtle conservation activities, facilities and accommodation. The closing consists of credit scene showing logo of Meru Betiri National Park, Politeknik Negeri Jember and thank you text animation. The duration of the video is about five minutes. A landscape format with a 16:9 aspect ratio that was used to create a more cinematic and professional visual presentation.

3.2 Location and Duration

The location of the final project was in Sukamade Beach Banyuwangi in Sukamade village, Pesanggaran District, Banyuwangi Regency, East Java Province. The final project was accomplished in seven months, started in January 2026 until July 2026. The process of making the video was located in Sukamade Beach Banyuwangi.

3.3 Tools and Materials

Tools and materials were used to create the product of final project.

3.3.1 Tools

The tools in this final project included camera, smartphone, and editing application.

a. Camera

The writer used camera to gather all raw materials by shot video about the activities, turtle, and the scenery of Sukamade Beach Banyuwangi.

b. Smartphone

The writer used a smartphone for sending message and transferring file to the editor and also for conducting communication with the videographer and supervisor.

c. Editing Application

Davinci software was used to edit video.

3.3.2 Materials

The materials that were used by the writer to make the promotional video were data collected through observation, interviews, documents, and audiovisual.

3.4 Data Collection Method

Creswell and Creswell (2018) states that there are four data collection method that can be used to gather data. They are observation, interviews, documents and audiovisual materials. This study was conducted data collection proposed by Creswell and Creswell (2018).

3.4.1 Observation

The first step in data collection was observation. The writer explored Sukamade Beach in Banyuwangi to observe the facilities, activities, and location. This step allows the writer to obtain the real conditions. The observation sheet is in Appendix 1.

3.4.2 Interview

Interview is a method of collecting information by asking participants questions to obtain their views, experiences, or information related to the topic being studied. In this final project, the writer conducted an interview with a staff member of Meru Betiri National Park to obtain and confirm information about Sukamade Beach Banyuwangi. The writer asked questions about the facilities, activities, access, regulations, the appropriate time to observe turtles, the

availability of guides, and the main attractions. The complete list of interview questions is presented in Appendix 2.

3.4.3 Documents

The third data collection method used was documents. In this stage, the writer used documents such as map, pictures of activities or event held in this place.

3.4.4 Audiovisual materials

Audiovisual materials can be used as a source of qualitative information alongside interviews, observations, and documents. In this final project, audiovisual materials were collected by recording the scenery, activities, and facilities. These video recordings were used as the visual materials for producing the promotional video.

3.5 Procedure of Making Video

In making the video, the writer adapted the three major phases of video production by Cartwright (2012) in Acharya (2019) that consists of stages. They are pre- production, production, and post-production. The adaptation was in the first stage, Pre-production. In pe-production, the writer added making storyboard and making script. These was done to make the production of the video conducted easier and easy to control in the production stage.

3.5.1 Pre-production

The first step was pre-production. In the pre-production process, the writer made preparation which include made a storyboard and script of the video. The writer made a storyboard to guide the flow of the video from the scenario. In making storyboard and script, the writer asked the staff and supervisor to give feedback.

The writer made revision based on the supervisor's feedback. When the supervisor approved the translated script, the writer used the English script as the script for the voice-over and the Indonesian script as the script for the subtitles. During this process, the writer used DeepL as an AI-assisted language-support tool

to check the English translation and grammar. The output was then reviewed and revised by the writer and supervisor before it was used in the final product.

3.5.2 Production

The second step of making video is production. In this step, the writer hired a videographer to take the video. The videographer followed the storyboard that has been created. The shooting and recording process required a camera. After the videographer collected footage and audio raw material, then he arranged them using editing Davinci software. Next, the video editor added the audio, gave transition between video, added special effect, and added the subtitle to make the information inside the video is clearer. In this stage, the writer showed the video to the supervisor to get feedback about the visual appearance of the video. She said that some of the subtitles are misleading and need to be removed

3.5.3 Post-production

The final step was post-production. Post-production is rendering the video. The video was rendered in 1080p with 60 fps frame to have good quality video, clearer and smooth. After the video rendered, the writer used Canva application to create interesting thumbnail to attract people. The writer created the thumbnail design for Sukamade Beach Banyuwangi. Then, the writer gave it to the supervisor to get feedback. When the supervisor approved the design, the writer used the design as thumbnail for the video.

CHAPTER 4. RESULT AND DISCUSSION

4.1 The Results of Data Collection

The writer collected data at Sukamade Beach Banyuwangi by applying Creswell & Creswell (2018). They were observation, interview, documents, and audiovisual materials. The results of data collection were described in the following sub-chapter.

4.1.1 The Results of Observation

Creswell and Creswell (2018) explains observation as a method in which researchers gather information by directly observing people, activities, or settings in the field. In this final project, observation was conducted by directly visiting Sukamade Beach Banyuwangi to examine its facilities, activities, access, and physical conditions. The writer recorded relevant observations as supporting information for the promotional video. The observation sheet is presented in Appendix 1.

First, the writer observed the location of Sukamade Beach Banyuwangi. The beach is located within Meru Betiri National Park in Banyuwangi, East Java. It is a remote destination with rocky roads and several river crossings, so visitors generally need a suitable four-wheel-drive vehicle to reach the area. The location is also associated with sea turtle conservation and attracts visitors interested in nature and wildlife protection. Second, the writer observed the facilities available for visitors. The facilities included a turtle hatchery and conservation area, lodges with bedrooms and bathrooms, public toilets, and a prayer room. In addition, the writer observed the activities available at the destination. Visitors can take an off-road journey through the forest, observe sea turtles laying eggs at night under staff supervision, and participate in the release of hatchlings in the morning. These observations provided visual and factual material for the promotional video.

4.1.2 The Results of Interview

The second method used by the writer was interviews. The writer conducted a direct interview with the Staff of Meru Betiri National Park who is responsible for managing and maintaining Sukamade Beach Banyuwangi area, Banyuwangi. During the interview, the writer asked seven questions related to Sukamade Beach Banyuwangi covering the available facilities, tourist activities, access to the beach, the availability of tour guides, the tourism attractions, additional activities for visitors and regulations that tourists must follow.

The results of interview were first, the writer got information about the facilities. Sukamade Beach Banyuwangi provides several facilities for visitors, such as lodges, a prayer room, parking areas, public toilets, and an information services office. Next, regarding with tourist activities. Visitors can do turtle conservation activities such as see sea turtles coming ashore at night to lay their eggs, participate in baby sea turtle release activities, enjoy the natural scenery and learn about wildlife conservation in the area. The third interview was about the access to Sukamade Beach Banyuwangi. He explained that the road to Sukamade is a challenging route. It passed through plantations, forests and rivers. Making the journey felt such a challenging experience for tourists. The fourth question deals with the availability of tour guide. The staff said that Sukamade Beach Banyuwangi provides local tour guide services to assist visitors, provide information about the conservation area and the wildlife. The sixth questions were about tourism attraction in Sukamade Beach Banyuwangi. The tourism attraction was the opportunity to see sea turtles laying eggs in their natural habitat. It is an activity that cannot be found in other tourist destinations. Besides turtle-related activities, visitors could also enjoy natural exploration, photography, wildlife observation and educational tourism related to environmental conservation.

The last question was about the regulation. Visitors were required to obey several regulations, such as maintaining cleanliness, avoiding excessive noise, avoiding to use flash photography near turtles and obeying instructions provided by conservation officers to protect the wildlife and ecosystem of Sukamade Beach Banyuwangi.

4.1.3 The Results of Documents

The third method used by the writer was documents. The writer took map from Google Maps to show the exact location of Sukamade Beach Banyuwangi.

4.1.4 The Results of Audiovisual Materials

The last method used by the writer was audiovisual. The writer hired videographer to shot photos and videos documenting the Sukamade Beach Banyuwangi such as the scenery of the beach, information board, turtle laying eggs, baby turtles release, lodge, parking area, toilet, campground, transportation. The purpose of collecting photos and videos to collect material to make into one video for promotional purpose.

4.2 The Results of Making Promotional Video for Sukamade Beach Banyuwangi.

4.2.1 Pre-production

In pre-production, the writer created storyboard before starting to shoot the video. The storyboard is important to create video because it is an overview of the video before the editing process begin. The writer arranged the duration, visual/footage, shot type, narration and text on screen. Every scene in the storyboard contains about 30 second until 1 minute per scene. The writer made 1-minute opening scene to introduce Sukamade Beach Banyuwangi. The second scene is the content. It explains about the activities, public facilities and turtle conservation activities. It takes about 2 minutes. The last scene is closing. It takes about 1 minute. The writer displays the contact person and credit for closing the video. Next, the writer made Bahasa Indonesia script and asked feedback from the staff. The staff gave feedback on the script to add logo of forest ministry and Meru Betiri National Park Logo, also the staff said that the writer did not allowed to use drone. After having feedback, then the writer revised the script based on feedback from the staff. The supervisor gave minor revision for the script since the writer has already used DeepL website to check grammar. The writer made revision based on the

supervisor's feedback. After the supervisor approved the English script, the writer used it as the script of voice-over and the Indonesian script as a script for subtitle.

4.2.2 Production

At this stage, the writer did shooting video and recording voice of narration. The writer hired a videographer to take the video. The writer and videographer went to Sukamade Beach Banyuwangi to shoot the video using a digital camera to capture situation and objects in Sukamade Beach. The videographer followed the flow of the storyboard while shooting the video. The videographer captured the video in various angle to collect the materials. The shooting was done in the night to captured the video of turtles that laying their eggs in the beach. Then, the writer also shot in the early morning to take picture of releasing baby turtle. After taking all the footage, the writer and videographer started to construct and select footage to be edited in Davinci software. The writer also asked the Meru Betiri National Park staff for feedback of the video. They said that the video should contains their logo and some of video are blur and need to be revised. Besides, the writer also asked feedback form the supervisor. The supervisor gave feedback on the opening. She said that the opening should be more interesting. She asked the writer to delete and change the footage about the scene when the writer across the street using a motorcycle. Furthermore, she also gave feedback on some photos that are not well-represent the narration. After having feedback from the staff and the supervisor, the writer made revision based on the feedback and continue to the post-production stage.

4.2.3 Post-production

In post-production stage, the writer recorded the voice of script reading. The writer hired a voiceover girl as voice actor in the video. The writer matched the voice tone and clarity in every scene of the video to make the voice matched with the video. Once the voice over is in the right tone, then, the writer added the voice over into the video. Before adding voice over into the video, the writer also checked the pronunciation. When the pronunciation was incorrect. Then, the voice over reread the scrip until she pronounced the correct pronunciation. The last, the writer

sent the video to the supervisor to check the pronunciations. A minor revision was made based on her feedback. Then, the writer made revision of the video. The revision became the final video promotion for Sukamade Beach that are ready to be sent to the Meru Betiri National Park and also for Politeknik Negeri Jember.

4.3 Discussion

4.3.1 Strengths

The Promotional Video of Sukamade Beach Banyuwangi has several strengths. First, the video is bilingual. It uses English in the audio and Indonesian in the text or subtitles. By using this, the video has potential to attract more viewers not only from Indonesia but also outside of Indonesia.

4.3.2 Weakness

Although this promotional video for Sukamade Beach Banyuwangi has many strengths, it also has weaknesses that need to be improved. The weakness of this video is the duration of the video. This duration may be considered too long. Because promotional video on social media platforms are usually 1 to 2 minutes long. The reason that the video is taken so long because it displays detail information such as facilities, activities, and the location. The second weakness of this video is the detailed information, almost same like the duration, the detailed information may cause the viewer to get bored because they only focus on the text or explanation rather than enjoying the video.

4.3.3 Challenges

In making a video as promotional purpose for Sukamade Beach Banyuwangi. The writer found some challenges The biggest challenge was the difficult access to reach Sukamade Beach Banyuwangi because of rough terrain and rocky road with slippery road when rainy season. The second challenges were the distance of beach the writer departing from Genteng to Sukamade about 109km and took about 3-4 hours to reach Sukamade Beach Banyuwangi.

4.3.4 Lesson learned

The writer gained several valuable lessons from this project. First, creating a promotional video need a strong understanding of the product, effective communication, a well-planned creative strategy, and target audience. The writer also developed skills in creating script and storyboard. Secondly, the writer recognized the importance of thorough planning and anticipating potential challenges in order to minimize unexpected issues. Feedback from organizers and supervisors also played a key role in refining and improving the overall quality of the project. In addition, the writer learned the importance of producing original and engaging video footage, which can attract audience interest. The writer also learned that this project strengthen both academic and communication skills, especially in the context of supervision and interactions with business clients' skills that are essential in a professional work environment.

CHAPTER 5. CONCLUSION AND SUGGESTION

5.1 Conclusion

The final project entitled Hidden Paradise “SUKAMADE” was conducted to develop a promotional video as a tourism promotion medium for Sukamade Beach Banyuwangi. The promotional video was designed to present the uniqueness of Sukamade Beach Banyuwangi, including its natural attractions, facilities, and sea turtle conservation activities in an attractive and informative way. The process of creating the video contains of three main stages such as pre-production, production and post-production. Data were collected through observation, interviews, documents, and audiovisual. The final product is a promotional video that combines visual footage, voice over, subtitles, and background music to deliver information effectively and attractively.

In conclusion, this project successfully produced a promotional video that can be used as an additional promotional medium for Sukamade Beach Banyuwangi Banyuwangi. The video provides detailed information about the destination.

5.2 Suggestion

5.2.1 Meru Betiri National Park

The writer suggested Meru Beriti National Park to repainted the information board because the color is about to fade, and also the cleanliness need to be improved in several area in Sukamade Beach.

5.2.2 English Study Program

The writer suggested the English Study Program to add the teaching materials of Content Creation Subject because students need more knowledge and skill in media production such as editing, scriptwriting, storyboarding. Those materials helps the students to do their final project.

REFERENCES

- Altheide, D.L., and R.P. Snow. (2017). Promotional Media and The Logic of Media Production. In *Media Logic in The Digital Age* (pp. 45-60). Routledge.
- Alexandrescu, M.B., and M. Milandru. (2018). "Promotion as a Form of Communication of the Marketing Strategy." *Land Forces Academy Review*, 23(24), 268–274.
- Acharya, B. (2019). *The Processes of Video Production for Teaching*. Master's dissertation. Victoria University, Melbourne.
- Cartwright, S. (2012). *Pre-Production Planning for Video, Film, and Multimedia*. Oxford: Focal Press.
- Creswell, J.W., and J.D. Creswell. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. (5th ed). Thousand Oaks, California: SAGE Publications, Inc.
- Hasibuan, B., N. Gusdini, L. Ratnasari, and E. Setyawati. (2023). "Risk Hazard at Tourism Destination: Review of Beach Tourism at Banyuwangi, Indonesia." *Architecture Image Studies*, 6(4), 1311–1323.
- Hodkinson, P. (2017). *Media, Culture and Society: An Introduction*. 2nd ed. London: SAGE Publications.
- Ivan, J., A.E.B. Waspada, and E.F. Jasjfi. (2021). "Perancangan Desain Video Materi Pembelajaran untuk Mahasiswa DKV dalam Media Digital YouTube." *Jurnal Seni & Reka Rancang*, 3(2), 257–283.
- Kaščelan, D., P. Prévost, L. Serratrice, L. Tuller, S. Unsworth, and C. De Cat. (2022). "A Review of Questionnaires Quantifying Bilingual Experience in Children: Do they Document the Same Constructs?" *Bilingualism: Language and Cognition*, 25(1), 29–41.

- Kristia, S.E., and Harti. (2021). "Pengembangan Media Promosi Berbasis Aplikasi TikTok untuk Meningkatkan Minat Beli Produk UKM DM-Seafood." *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3).
- Mayr, R., and J. Morris. (2021). "Social and Psychological Factors in Bilingual Speech Production: Introduction to the Special Issue." *Languages*, 6(4), 155.
- Nugroho, M.A., W. Margaretha, and V.F. Suliandani. (2023). "Perancangan Video Promosi Happytwin Cafe & Resto melalui YouTube Channel Sebagai Saluran Utama." *Jurnal PEDES*, 3(3), 318–327.
- Putri, D.A.M., I.B.G. Putra, and A.A.I. Asmariati. (2024). "Perkembangan Wisata Edukasi Pantai Grand Watu Dodol di Kabupaten Banyuwangi: Analisis dari Tahun 2013 hingga 2023." *JICN: Jurnal Intelek dan Cendekiawan Nusantara*, 1(6), 11299–11308.
- Utomo, D.S., D. Cahyadi, I.F. Astuti, and G.M. Putra. (2023). "Selection of Promotional Media on Tourist Boats with Fuzzy AHP and Fuzzy TOPSIS." *International Journal of Advanced and Applied Sciences*, 10(5), 140–148.
- Widarti. (2021). "Peran Videographer dan Editor dalam Mengembangkan Inex Works." *Jurnal Pariwisata*, 1(1), 23–28.

APPENDICES

Appendix 1. Observation Sheet

No	Observation	Notes
1.	Facilities	Sukamade Beach Banyuwangi Banyuwangi provides several facilities to support both tourism and conservation activities. The available facilities include turtle hatcheries, lodge with small bedrooms and bathrooms, public toilets, a praying house, a simple canteen, a camping ground, a large hall, and limited parking area for motorcycles and 4wd vehicles.
2.	Activities	Visitors can do many interesting activities at Sukamade Beach Banyuwangi. They can join an off-road jeep trip through the forest and observe sea turtles laying eggs at night. In the morning, visitors can also release baby turtles into the sea. Besides that, they can enjoy.
3.	Location	Sukamade Beach Banyuwangi Banyuwangi is located in Meru Betiri National Park, Banyuwangi, East Java. It is a remote destination with rocky roads and several river crossings. Because of the difficult access, visitors, usually need a 4wd vehicle to reach the area. The beach is also well known as important place for sea turtle conservation. It attracts tourists who are interested in nature and wildlife protection.

Appendix 2. Question List of Interview

Interview : The Staff of Meru Betiri National Park

Place : Sukamade Beach Banyuwangi, Kampung Baru, Dusun Sukamade, Desa Sarongan, Kecamatan Pesanggaran, Kabupaten Banyuwangi, Provinsi Jawa Timur.

1. Apa saja fasilitas yang tersedia di Pantai Sukamade?
2. Apa yang menjadi daya tarik utama di Pantai Sukamade?
3. Kapan waktu terbaik untuk melihat penyu?
4. Aturan apa saja yang harus dipatuhi pengunjung?
5. Aktivitas apa saja yang dapat dilakukan selain melihat penyu?
6. Apakah tersedia pemandu wisata?
7. Bagaimana akses menuju pantai Sukamade?

Answer:

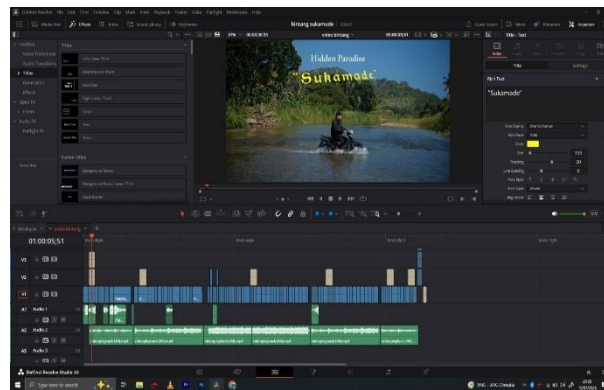
1. Untuk fasilitas, penginapan atau lodge, kantin sederhana, toilet umum, tempat ibadah (musholla), tempat parkir, camping ground, aula besar.
2. Daya Tarik utama konservasi penyu hijau berupa observasi penyu pada malam hari dan pelepasan tukik (bayi penyu) ke laut pada pagi hari
3. Waktu terbaik untuk melihat penyu ketika tidak musim hujan, karena aksesnya akan sulit karena akan tertutup air karena banjir, namun untuk penyu pasti setiap tahun pasti ada
4. Aturan yang berlaku dan harus dipatuhi bagi pengunjung adalah membeli tiket masuk kawasan, menjaga kebersihan, dilarang memberi makan satwa, mengikuti briefing yang disampaikan oleh petugas sebelum melakukan observasi penyu dan mengikuti arahan petugas.
5. Aktivitas yang bisa dilakukan oleh pengunjung selain melihat penyu adalah aktivitas jungle tracking, menanam pandan laut, dan pengamatan terhadap spesies burung yang ada di sekitar hutan Sukamade.

9. *Untuk ketersediaan pemandu wisata yang ada di pantai Sukamade bisa dilakukan oleh semua petugas yang mana artinya semua petugas adalah sebagai pemandu wisata.*
10. *Aksesnya terbilang sedikit sulit karena jalanan bebatuan dan harus menyebrangi sungai sebanyak 3 kali, sangat disarankan untuk menggunakan kendaraan jeep atau 4wd, atau menyewa beberapa travel agent.*

Appendix 3. Budget Estimation of the Final Project

No	Items	Amount
1.	Making Proposal	Rp.150.000
2.	Transportation	Rp.300.000
3.	Videographer	Rp.750.000
4.	Video Editor	Rp.700.000
5.	Internet Payment	Rp.100.000
6.	Final Project Report	Rp.200.000
7.	Voice over	Rp.100.000
Total		Rp.2.300.000

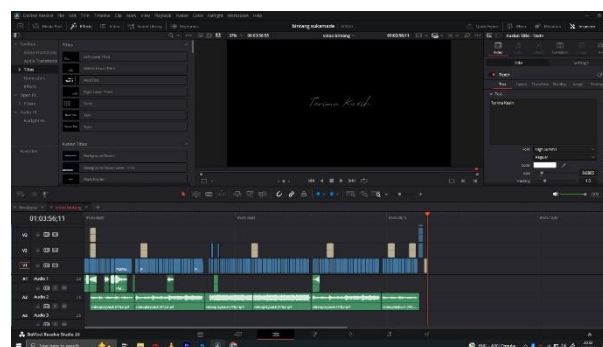
Appendix 4. Production Process



Picture 1. Time-line



Picture 2. Logo of Politeknik Negeri Jember



Picture 3. Rendering Proses

Appendix 5. Storyboard

Scene	Durasi	Visual / Footage	Jenis Shot	Narasi / Isi Adegan	Teks On Screen
1.	0:00–0:12	Papan (tugu) kawasan Meru Betiri, jalan menuju Sukamade	Slow pan	Pembukaan memperkenalkan Sukamade sebagai bagian dari Taman Nasional Meru Betiri di Banyuwangi selatan.	subtitle
2.	0:17–0:50	Pemandangan alam yang ada di lokasi (Pantai, Hutan, Sungai dan lain-lain)	Steady shot		Journey through the wild + Subtitle
3.	1:00–1:20	Hamparan pantai, ombak, hutan pesisir, papan konservasi	Wide shot, drone, slow motion	Menampilkan keindahan pantai yang masih alami sekaligus menegaskan Sukamade sebagai kawasan konservasi yang telah lama dijaga.	Subtitle
4.	1:25–1:35	Menampilkan keindahan alam, satwa (jika ada yang masuk frame), dan papan informasi	Medium shot	Menunjukkan bahwa di lokasi terpencil ini tetap tersedia fasilitas dasar untuk wisatawan yang ingin tinggal lebih lama.	Subtitle
5.	1:40–1:52	Menampilkan para wisatawan lokal dan asing di malam hari yang mengikuti briefing sebelum ke pantai	Medium shot	Menjelaskan daya tarik utama Sukamade: edukasi konservasi penyu, pengenalan jenis penyu, dan proses penetasan telur.	Subtitle

6.	1:55–2:15	penyu menggali di pasir pantai untuk bertelur, Proses pengangkatan telur penyu, dan proses penyu bertelur	Low light, medium shot	pengalaman: menyaksikan penyu bertelur dengan pendampingan petugas	Home of sea turtle conservation + Subtitle
7.	2:25–2:35	Peletakan telur penyu di tempat konservasi.	Wide shot	Menunjukkan bahwa telur penyu perlu diamankan, untuk menghindari predator dan pemburu	Subtitle
8.	2:40–3:00	Pagi hari, tukik, melepas tukik, wisatawan yang ada di pantai	Wide shot, tracking	Pengalaman pelepasan penyu ke laut yang tidak bisa dirasakan di tempat lain	Subtitle
9.	3:05–4:20	Fasilitas, Akomodasi, Transportasi	Montage	Menyebutkan fasilitas yang tersedia	Subtitle
10.	3:10-3:40	Closing, gambar penyu, ombak, logo dan ucapan terima kasi	Close up, Medium Shot		Visit Sukamade Beach

Appendix 6. Video Script

No	Scene	English Text	Indonesian Subtitle
1.	Opening	Scene: Opening the Video Voice Over: Sukamade Beach is a beautiful beach located within the Meru Betiri National Park. The beach offers well-preserved natural beauty and is also home to one of Banyuwangi's sea turtle conservation sites, which was established by the Dutch government in 1927. Originally used as a plantation, the area was later converted into a sea turtle conservation site.	Adegan: Pembuka Pengisi Suara: Pantai Sukamade adalah pantai indah yang berlokasi di Taman Nasional Meru Betiri. Pantai ini menawarkan keindahan dan salah satu tempat konservasi penyu di Banyuwangi. Ditemukan oleh pemerintah Belanda pada tahun 1927 awalnya tempat ini dijadikan perkebunan yang kemudian diubah menjadi tempat konservasi penyu.
2.	Content	Scene in Night Voice Over : As night falls, the moment most eagerly awaited by foreign and local tourists finally arrives. Following instructions from professional rangers, the activity can begin. It is at this moment that Sukamade Beach reveals one of its natural wonders: mother sea turtles coming ashore to find a safe place to lay their eggs. Following the Rangers' instructions, the sea turtle eggs will be moved to a conservation site to ensure that the eggs remain safe. Scene in the Morning. Voice Over : On a bright morning, another exciting activity awaits, where tourists can take baby sea turtles to Sukamade Beach to release them into the open sea—this also reminds us to	Adegan: Pembuka Pengisi Suara: saat malam tiba, momen yang paling dinantikan oleh wisatawan asing maupun lokal akhirnya tiba. Dengan mengikuti petunjuk dari penjaga hutan profesional, kegiatan ini pun dapat dimulai. Pada saat inilah Pantai Sukamade menampilkan salah satu keajaiban alamnya: induk penyu yang mendarat di pantai untuk mencari tempat yang aman guna bertelur. Sesuai petunjuk para penjaga hutan, telur penyu tersebut akan dipindahkan ke lokasi konservasi untuk memastikan telur-telur tersebut tetap aman.

		always care for nature by preserving it. Scene : Showing Facilities Voice Over : Sukamade Beach also offers facilities for visiting tourists, such as a campground, a conservation office, a small prayer room, lodging cabins, public restrooms, a large hall, and a spacious parking lot.	Di pagi yang cerah, kegiatan menarik lainnya menanti, di mana wisatawan dapat membawa bayi penyu ke Pantai Sukamade untuk melepaskannya ke laut lepas—hal ini juga mengingatkan kita untuk selalu peduli terhadap alam dengan melestarikannya. Adegan: Menampilkan Fasilitas Suara Narator: Pantai Sukamade juga menyediakan fasilitas bagi wisatawan yang berkunjung, seperti area perkemahan, kantor konservasi, ruang ibadah kecil, kabin penginapan, toilet umum, aula besar, dan tempat parkir yang luas.
3.	Closing	Scene : Pre- closing Voice Over : For a more comfortable trip, tourists are advised to rent a 4WD vehicle from a tour agency affiliated with Sukamade Beach Scene : Closing. Voie Over : If you are looking for more than scenery, come to Sukamade.	Adegan : Penutup Pengisi suara : Agar perjalanan lebih nyaman, wisatawan disarankan untuk menyewa kendaraan 4WD dari biro perjalanan yang bekerja sama dengan Pantai Sukamade Suara Narator: Jika Anda mencari lebih dari sekadar pemandangan, datanglah ke Sukamade.

Appendix 7. Timetable

[illegible]

Appendix 8. Plagiarism Certificate

	KEMENTERIAN PENDIDIKAN TINGGI, SAINS, DAN TEKNOLOGI POLITEKNIK NEGERI JEMBER UNIT PELAYANAN AKADEMIK PERPUSTAKAAN	
SERTIFIKAT Nomor: 1526 /PL17.6/TNT/PK/2026 <i>diberikan kepada:</i> <u>Mohamad Rafael Bintang Holyo</u> NIM: F31231479		
Telah dilakukan uji plagiasi pada karya ilmiah Tugas Akhir yang bersangkutan dengan judul: Making Video As A Promotional Medium For Sukamade Beach Banyuwangi dengan tingkat kemiripan sebesar: 14%		
 Campus of Applied Science <i>Smart, Innovative, Professional</i>	 Jember, 22 Juli 2026 Kepala UPA. Perpustakaan. Arwan Abdurahman, SH, MM NIP 196312311995121001	

Appendix 9. Consultation Form

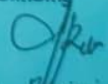

KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET, DAN TEKNOLOGI
POLITEKNIK NEGERI JEMBER

Kode Dokumen : FR-JUR-027
 Revisi : 0

KARTU KENDALI
PROSES PEMBIMBINGAN TUGAS AKHIR

Nama/Nim : Mohamad Rafael Bintang Hallo (F31231479)
 Judul Tugas Akhir : Making a Promotional Medium For Sukamade Beach Banyuwangi
 Pembimbing : Enik Rukiaty S. Pd., M. Pd.

No	Tanggal	Catatan Perbaikan/Revisi	Ttd Pembimbing
1.	20 Januari 26	Bab 1 dimulai	
2.	28 Januari 26	Pembuatan Bab 2	
3.	2 Februari 26	Pembuatan Bab 3	
4.	4 Februari 26	Revisi Bab 1-3	
5.	5 Februari 26	Revisi Bab 2-3	
6.	6 Februari 26	Revisi Bab 3	
7.	9 Februari 26	Cempra	
8.	4 Maret 26	Revisi masukan dosen penguji Bab 1-3	
9.	24 April 26	Revisi berdasarkan note dari dosen pembimbing	
10.	27 April 26	Bimbingan script dan storyboard	
11.	2 Mei 26	Revisi script dan storyboard	
12.	6 Mei 26	Revisi Bab 4	
13.	17 Mei 26	Perbaikan ulang Bab 4	
14.	29 Mei 26	Revisi Bab 1-4	
15.	3 Juni 26	Revisi Bab 2-4	
16.	4 Juni 26	Revisi ulang 1-4	
17.	7 Juni 26	Revisi Bab 3-4	
18.	11 Juni 26	Revisi Bab 1-5	
19.			
20.			
21.			
22.			

Jember,
 Pembimbing

 (Enik Rukiaty S. Pd., M. Pd.)
 NIP. 197405172002122001

Appendix 10. Letter of Product Submission Statement



**KEMENTERIAN PENDIDIKAN TINGGI, SAINS,
DAN TEKNOLOGI**
POLITEKNIK NEGERI JEMBER
JURUSAN BAHASA KOMUNIKASI DAN PARIWISATA
PROGRAM STUDI BAHASA INGGRIS
Jalan Mastrip Kotak Pos 164 Jember 68101 Telp. (0331) 333532-34 Fax. (0331) 333531
Email: politeknik@polije.ac.id; Laman: www.polije.ac.id

BERITA ACARA SERAH TERIMA PRODUK TUGAS AKHIR

Pada hari ini Kamis tanggal 13 bulan Agustus tahun 2026 telah berlangsung acara serah terima Produk Tugas Akhir mahasiswa:

Nama : Mohamad Rafael Bintang Holyo
NIM : F31231479
Judul Tugas Akhir : MAKING VIDEO AS A PROMOTIONAL MEDIUM FOR SUKAMADE BEACH BANYUWANGI

Maka dengan ini diserahkan Produk Tugas Akhir:

Jenis produk : Video
Judul produk : Hiddden Paradise "SUKAMADE"
Jumlah : 2 Video
Link produk : [File TA 13/08/2026 Promotional formatted video - Google Drive](#)

Sebagai pihak yang menerima Produk Tugas Akhir:

Nama : Wahyu Candra Kirana
Jabatan : Kepala Seksi Pengelolaan Taman Nasional Wilayah 1 Sarongan
Alamat : Jl. Sriwijaya No, 53, Jember, Jawa Timur.

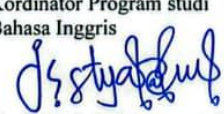
Demikian Berita Acara Serah Terima Produk Tugas Akhir ini dibuat dengan sebenar-benarnya untuk dapat dipergunakan sebagaimana mestinya.

Yang Menerima,



Balai Taman Nasional Meru Betiri

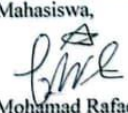
Mengetahui,
Kordinator Program studi
Bahasa Inggris



Nodistya S. Indrastana, S.S., S.Pd., M.Pd.
NIP.198809222018032001

Jember, 13 Agustus 2026

Yang Menyerahkan,
Mahasiswa,



Mohamad Rafael Bintang Holyo

Koordinator Tugas Akhir



Gullit Tornado Taufiq, S.Pd., M.Pd.
NIP. 198704022019031009

Smart-Innovative-Professional

