

## SUMMARY

**Making a Video as a Promotional Media for Museum Blambangan Banyuwangi** , Ricky Fernanda Hardiansyah, F31231576, 2026, 28 Pages, English Study Program, Politeknik Negeri Jember, Nila Susanti, S.S., M.Pd. (Supervisor).

Museum Blambangan Banyuwangi has great potential as an educational tourist destination that combines recreation with learning. Through its historical and cultural collections, the museum serves as an educational resource for the public, schoolchildren, college students, and tourists to understand the history, culture, and local heritage of Banyuwangi. Developing the museum as an educational tourist destination is expected to increase visitor appeal, strengthen the region's cultural identity, and support the preservation of cultural heritage for current and future generations.

Although the Museum Blambangan Banyuwangi has great potential as an educational tourist destination, visitor numbers remain below optimal levels. One reason for this is limited promotion, meaning that information about the museum's collections, history, culture, and educational activities is not yet widely known by the public. This situation means that the museum's potential as a learning and tourism resource has not been fully realized. Therefore, more effective and engaging promotional strategies—such as the use of digital media and audiovisual content—are needed to raise public awareness, attract more visitors, and strengthen the image of Museum Blambangan Banyuwangi as a premier educational tourism destination.

Given these challenges, this final project aims to produce a bilingual promotional video (in Indonesian and English) to promote the Museum Blambangan Banyuwangi. This video is designed to introduce the museum's history, culture, collections, facilities, and services to both the local community and international tourists. By presenting information in an engaging and easy-to-understand manner, this promotional video is expected to increase the visibility of the Blambangan Banyuwangi Museum, expand its promotional reach, attract more visitors, and strengthen its image as an informative and engaging educational tourist destination.

In conclusion, the promotional video produced as part of this final project is expected to support efforts to enhance the destination's visibility as an educational museum. The writer also recommends strengthening its branding through an appealing visual identity and digital promotion. Furthermore, the English Study Program is encouraged to develop a curriculum that is more relevant to industry needs, particularly in the fields of tourism promotion and intercultural communication.