

SUMMARY

Making A Promotional Video For Persemaian Permanen Garahan (PPG) Cluster Durian, Dwi Agus Ibbrahimovic, F31231603, 2026, 53 Pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin S.Pd., M.Li (Supervisor).

PPG Cluster Durian has strong potential to be developed as an educational tourism destination that combines nature-based recreation with learning experiences. This development is supported through various activities that introduce visitors to the natural and educational attractions offered by the site, particularly river tubing and nursery programs. These activities are designed not only to provide recreation, but also to increase their understanding of environmental conservation and plant cultivation. Through the river tubing experience, visitors can explore the natural river environment, while the nursery program allows them to learn about various plant species and cultivation practices. Overall, these efforts contribute to strengthening the attractiveness and competitiveness of PPG Cluster Durian as a unique and engaging educational tourism destination.

With the strong potential of PPG Cluster Durian as an educational tourism destination, its tourism performance still needs to be improved. Based on the information from the management, the number of visitors and the overall tourism development have not yet reached their full potential. One of the main challenges faced by PPG Cluster Durian is the lack of promotional media that can attract a wider audience. As a result, many people are still unfamiliar with the tourism activities and educational experiences offered by PPG Cluster Durian. Therefore, stronger promotional efforts are needed to increase public awareness and encourage more visitors to explore this destination.

Based on these challenges, this final project aimed to create a bilingual promotional video for PPG Cluster Durian as a solution to improve its promotional efforts. By using a bilingual promotional video, the destination is expected to reach not only domestic visitors but also potential international tourists, by increasing the visibility and exposure of the PPG Cluster Durian to a wider audience. This video

used the seven-step process proposed by Rosianta and Sabri (2018): collecting the materials, creating storyboards, creating the script, the shooting process, recording the voice, editing the video, and converting the files. The final product is a promotional video that highlights the profile of PPG Cluster Durian, its river tubing and nursery activities, visitor testimonials, and contact information, with the aim of presenting PPG Cluster Durian as an attractive educational tourism destination.

In conclusion, the promotional video created in this final project is expected to support the marketing of PPG Cluster Durian and increase its visibility as an educational tourism destination. The writer also suggests strengthening its branding through an attractive visual identity and digital promotion. In addition, the English Study Program is encouraged to develop a more industry-relevant curriculum, especially in tourism promotion, digital marketing, and cross-cultural communication.