

SUMMARY

Making a Video as a Promotional Medium for Batik SangNara Kaliwates Jember Sofian Zarif, F31230570, 2026, 33 Pages, Language, Communication and Department of Tourism, Politeknik Negeri Jember, Vigo Dewangga, S.S, M.Pd. Supervisor.

This is a final project report entitled “**Making a Video as a Promotional Medium for Batik SangNara Kaliwates Jember**” The purpose of this final project is to promotional quality to help customers find information about SangNara Batik products. Based on the author's preliminary study, SangNara Batik requires a video as a promotional medium in two languages: English and Indonesian. Therefore, the author created a promotional video for SangNara Batik as part of his final project.

The body segment delivers comprehensive information about the identity, history, and product line of Batik SangNara. It explains that the business was established on August 8, 2017, by Mr. Bram Safeo, with the name "SangNara" meaning "The Human Being". This section showcases four main batik technique variants hand-drawn (tulis), block-printed (cap), ecoprint, and semi hand-drawn along with signature motifs of Jember such as Pasadeng, Javanese Tiger and Tobacco, and Cocoa. Additionally, it highlights ready-to-wear fashion items including tunics, shirts, and outerwear priced from Rp350,000 to Rp500,000, as well as traditional udeng accessories for Rp50,000.

The concluding segment features positive customer reviews and testimonials from online platforms, emphasizing the quality and service of Batik SangNara. It provides detailed official contact and location details, including the Instagram handle (@sangnarabatik) direct potential customers on how to visit the gallery or purchase products.