

SUMMARY

Making a Video as a Promotional Media of Java Ijen Raung Coffee Bondowoso, Gesti Fetty Yukafiqianteki, F31172034, 2020, 21 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S.S., M.Pd (Supervisor).

This paper is the report of the final project with the title Making a Video as a Promotional Media of Java Ijen Raung Coffee Bondowoso. The project was made because Java Ijen Raung Coffee has no media promotion available and because of that reason, the writer decided to make a promotional video that consists of the details information of Java Ijen Raung Coffee Bondowoso. The objective of this final project is to make a promotional video of Java Ijen Raung Coffee in Sumberwringin sub-district, Bondowoso, East Java. The writer have the ability to apply English skills, there are writing, translation and speaking skills. Furthermore, it gave many advantages for the owner of Java Ijen Raung Coffee and as a reference for students of the English Study Program who want to conduct a similar project.

In making this final project the writer needed supporting data to complete this final project and the writer did four steps to collect the data. There were interviews, observation, documentation and audiovisual materials. Further, in making a promotional video the writer did five steps. The five steps were strategic planning, pre-production, production, post-production, and distribution and marketing. The promotional video divided into three parts, those are opening, content and closing. The opening of the video showed Bondowoso from the top, some destinations in Bondowoso, the original dance of Bondowoso, a clip of the formation history of Republic of Coffee, showing the detail location and the top view of Java Ijen Raung Coffee Bondowoso processing place. The body of the video showed the condition of Java Ijen Raung Coffee processing place, types of product, the process for making coffee products, Kampung Kopi Selencak stall, the mini-farm and a homestay. The closing of video showed the marketing strategy, social media used by Java Ijen Raung

Coffee and the identity of the writer. The video used English language for speakers and Bahasa Indonesia for the subtitle.

In finishing this final project, the writer felt challenged. The writer faced some problems such as making a script of the video and speaking in voiceover process. Even though, faced some problems in making the promotional video, the writer also got some advantages like improve speaking skills and writing skills. Then, the writer could finish this final project. The writer hopes that this promotional video can help Java Ijen Raung Coffee to promote and attract people to visit and buy Java Ijen Raung Coffee products.