

SUMMARY

Making A Video Company Profile of *Lembaga Kursus dan Pelatihan Rafa's English House (LKP ROSE) Gumukmas Jember*, Siti Muarrofah, NIM F31181952, 2021, 36 pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

Course and training institution is a non-formal educational institution that can help the students develop their skills in a certain field in which they are interested. One of courses and trainings is *Lembaga Kursus dan Pelatihan Rafa's English House* or commonly called LKP ROSE Gumukmas Jember. LKP ROSE provided many courses, one of which is an English course.

LKP ROSE has some promotional media such as a brochure, Instagram, and Facebook. However, the owner said that these promotional media were less effective and she needs another promotional media. So, the owner asked the writer to make another promotional media in form of a video.

In making this final project, the writer needed supporting data to complete this final project, those are; interviews, observation, documentation, and audio-visual material. In the interview, the writer got the information related to the history, vision and mission, kinds of classes, facilities, the price, and learning activities in LKP ROSE. In the observation, the writer got data about the process of learning activity. In the documentation, the writer got data about the complete contact information and address. In the audio-visual material, the writer took the video related to the learning activities and the facilities.

After getting the data, the writer started to edit the video. The video was made in Bilingual versions, English for the audio and Bahasa Indonesia for the subtitle. In making the video, the writer adopted the step from Sunarya (2016), those were preproduction, production, and postproduction. The first was the preproduction step, the writer created the script and storyboard, made the shooting schedule, and prepared the tools that were used to take videos and pictures. The second step was production, in this step the writer and the cameraman came to the

company to take videos and pictures. The last step was postproduction, in this step the writer started to edit the video. Then, the writer asked for feedback from the supervisor, and the owner related the video and revised the video. If the video is fixed, the writer distributed the video to the owner.

In finishing this project, the writer found the difficulties and challenges. The writer has difficulties in writing the script and pronouncing sentences when voice-over the narration. In addition, the writer has a challenge when editing the video because it is the first time the writer edited the video on the laptop and used Wondershare Filmora9. Therefore, the writer's writing skill was improved through making a script, and the editing skill was improved through editing the video.