

SUMMARY

Making a Video as Promotional Media of Ijen Maning Coffee in Licin Sub-District Banyuwangi Septian Hadi Pratama Sasmita, F31181966, 2021, 26 pages, English Study Program, Politeknik Negeri Jember, Nodistya Septian Indrastana, S.S., S.Pd., M. Pd (Supervisor).

The writer conducted this final project for 11 months. The final project report entitled "Making a Video as Promotional Media of Ijen Maning Coffee in Licin Sub-District Banyuwangi". Based on the preliminary study conducted by the writer in Licin Sub-District, the writer created this final project in order to promote the owner's coffee products which has been severely affected by the global pandemic of Covid-19. The owner needed a promotional video to provide the information about the traditional coffee production to viewers of Ijen Maning. Moreover, this final project could assist the owner in promoting Ijen Maning coffee products. In finishing this final project, the writer needed data from the Ijen Maning business. The writer did four steps of collecting data. They were observation, interview, documentation, and audio-visual material. The writer followed health protocol and did observation directly in Ijen Maning Banyuwangi. The writer got the information about the business work and the actual circumstances around Ijen Maning's business. The writer did an interview and gained more information about Ijen Maning business sectors that was affected by Covid-19. Those are coffee production, traditional restaurant, and homestay. The owner stated that during the pandemic, these sectors were affected to run the business. Furthermore, the owner stated that he needed a promotional video to promote the coffee products. The writer gained some documents from the owner such as previous website and visitors documentation to strengthen the data which were collected before. They were coffee packaging models, the previous website data in Bahasa, and photos of visitors. The writer took some scenes for documentation that was necessary for the content of the promotional video by himself.

In creating the promotional video, the writer used three steps of production from Danang (2018). They were Pre-Production, Production, and Post-Production. Video was divided into three sections, opening, body, and closing. The video duration was seven minute seven second length. The opening explored the tourism potentials in Banyuwangi regency that the writer got from some YouTube channels with credits and some history of Ijen Maning. The content showed a scene about coffee production in a traditional way. The closing showed Ijen Maning visitor testimonials.

Finally, the writer managed to finish the final project. Hopefully, the promotional video can support and give more information to all visitors about the Ijen Maning business.