

## SUMMARY

**Making Video as a Promotional Media of Utama Raya Hotel Situbondo,** Arum Safira Inka Agustinasari, F31180068, 2021, 33 Pages, Language, Communication and Tourism Department, Politeknik Negeri Jember, Alfi Hidayatu Miqawati S.Pd., M.Pd. (Supervisor).

This is the report of the final project entitled “Making Video as A Promotional Media of Utama Raya Hotel Situbondo” entitled “Hidden Paradise in Situbondo”. The aim of this final project was to improve the quality of hotel promotion and help visitors find information about Utama Raya Hotel easily. Based on the preliminary study that the writer did, Utama Raya Hotel need a video as promotional media in English script with Indonesian subtitle. In this case, the writer made a promotional video for Utama Raya Hotel as her final project.

To finish this final project, the writer used procedure that was proposed by Setiawan, et al. (2014), who stated that there are three steps of making a video. Those steps are pre-production, production, and post-production. In pre-production process, the writer prepared hardware and software requirements of the need analysis, wrote a script in Bahasa Indonesia based on the results of the data collecting process, translated it into English, and made a storyboard. After that, she hired a videographer to help in production process especially shooting and editing. For the voiceover, the writer recorded her own voice read the English script. The last step is post-production, In this step, the videographer rendered the file of the video in MP4 format and the writer uploaded the file to Google Drive.

The writer faced various challenges throughout the video production, particularly while doing the interview because she had to work around the schedule of the hotel management. During the scriptwriting process, the writer had to evaluate language and phrase patterns in order to provide a clear description of the promotional film. Because there was PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*), the writer had to manage time to travel to the location during the shooting process. It was also tough to communicate about the storyboard and script between the writer and the videographer.

The writer also discovered a few things while working on this final project. The writer improved her ability to communicate with people on a personal level. As a result of her interview with the hotel manager, staffs, and videographer, the writer's communication skills improved.