

SUMMARY

Making a Video as Promotional Media of Toko Sumber Madu Oleh-oleh Khas Jember, Disha Firnatha, F31180235, 2021, 32 pages, English Study Program, Politeknik Negeri Jember, Enik Rukiati, S.Pd., M.Pd. (Supervisor).

“Toko Sumber Madu Oleh Oleh Khas Jember” is located at Jl. Gajah Mada No 103 Kaliwates, Jember. “Toko Sumber Madu Oleh-oleh Khas Jember” has several products such as *prol tape* (fermented cassava cake), *tape bakar* (grilled fermented cassava), *proltape kentang* (potato fermented cassava cake), brownies *tape* (fermented cassava brownies), *suwar-suwir* (sweatmeat) and other. The writer decided to make a promotional video of “Toko Sumber Madu Oleh-oleh Khas Jember” to help the owner to promote her products. The video consists of the information about the shop, the product of the shop, and the procedure of making a product of the shop.

A promotional video entitled “The Special Gift from “Toko Sumber Madu Oleh-oleh Khas Jember”. The video is 13 minutes. This promotional video contained all information about "Toko Sumber Madu Oleh-oleh Khas Jember", the original product, the flagships product, the other product of "Toko Sumber Madu Oleh-oleh Khas Jember", and the process of making the original product of "Toko Sumber Madu Oleh-oleh Khas Jember". This video consists of three parts, such as opening, content and closing. This video was equipped the back sound, the animation and the voice of the video. The video burned into CD-RW by the writer. It provided the writer to edit, read and write.

The opening showed the short view of Jember, and the front view of “Toko Sumber Madu Oleh-oleh Khas Jember”. The information given in content was the original product of “Toko Sumber Madu Oleh-oleh Khas Jember”, the process of making the original product, the other product that sold by other producers and the price of the other product. The closing showed the contact person, the maps of location. “Toko Sumber Madu Oleh-oleh Khas Jember, the testimoni, the social media account and the website. The result of the video distributed to the owner of “Toko Sumber Madu Oleh-oleh Khas Jember”, the

supervisor, Language Communication and Tourism Department, and the library of Politeknik Negeri Jember.

During the process of making a promotional video, the writer collected data to complete the information of the product related to the interview, observation, documentation and audio-visual material. However, in making this promotional video, the writer had the problems. The first was in writing the script. The writer had difficulty in translating the script into English and checking grammar. The solution was the writer checked it in grammarly and gave a script to the supervisor in English to get suggestion and feedback related to grammar, sentences and content. The second was about the video. The writer had difficulty in editing the video and pronounce the script of the video. The solution was the writer decided to hired professional editor to edit the video and asked her friends and supervisor to help her to check the pronounce the script of video. The third problem was in shooting a video related to the process of making a original product *prol tape kentang* (potato fermented cassava cake) and *tape bakar* (grilled fermented cassava). The solution was the writer used a documentation on YouTube related to the proccess of making *prol tape kentang* (potato fermented cassava cake) and *tape bakar* (grilled fermented cassava) to complete the information about the process of making the original product equipped in the content of the video.

In writing this final project, the writer got some benefits. The writer improved her skills in writing the script of the video. In addition, the writer also improved her creativity in made a concept of the video. The writer hoped this promotional video could attract customers to buy a product in “Toko Sumber Madu Oleh-oleh Khas Jember”.