

SUMMARY

Making A Promotiopnal Video of Dreamland Hotel Bondowoso, Grevy Clara Shinta, NIM F31180132, 2021, 26 pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

Dreamland Hotel is a 2-star hotel located on Jl. Kis Mangunsarkoro No.999, Lumbung, Tamansari, Kec. Bondowoso, Bondowoso Regency, East Java. It is strategically located close to the city. It is including one of the new hotels in Bondowoso. Dreamland Hotel was built in December 2019 and grand opening in February 2020. Alex Gunawan is the CEO of Dreamland Hotel. Dreamland Hotel has 2 floors with 47 rooms has a modern hotel concept with international standards and has various facilities to add to the comfort of the visitors

Dreamland Hotel has been promoting on Facebook, Instagram, and phamflet. According to the General Manager, the promotional media used by the hotel was still not enough to make visitors familiar with the Dreamland hotel and still not enough to attract visitors. So, the owner asked the writer to make another promotional media in form of a video.

In making a video promotional video for this final project, the writer needed the data to complete this final project. The writer used interview, observation, documents, and audio visual material as methods of collecting data. In the interview, the writer got data about history, vision and mission, facilities, activities, room types, and the price of the rooms offered. In the observation, the writer got data about the facilities and activities at the Dreamland Hotel. In the document, the writer collected the data in the form of the phamflet of Dreamland Hotel. In the audio-visual material, the writer took some scene of the video.

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 promotional videos, the writer uses the stages from Wiratna (2017) because the procedure Wiratna is easy to follow and straightforward. There

are several stages in promoting a video, namely pre-production, production, and post-production.

The first was preproduction step, the writer created script and storyboard, and made the shooting schedule to take a videos. The second step was production, in this step the writer and the videographer came to the Dreamland Hotel to took some scene of the videos. The last step was postproduction, in this step the writer started to edit the video. Then, the writer asked feedback from the supervisor and the owner related the video and revised the video. After the video is as expected, the writer will burn the video to CD. After that the writer gave the product to the owner of the Dreamland Hotel and the Language, Communication, And Tourism Department in the form of a CD and video softfile.

In finishing this project, the writer found the difficulties and challenges. The writer has difficulties in made the script and checking the grammar of the report of final project. The writer needed to learn how to write good script and scientific report of final poject. In addition, the writer has challenge when taking the data, because the writer had to cover a distance of 36km from Situbondo to Bondowoso in one hour. In addition, the writer learned how to create good content by providing good quality script used Indonesian and English so that the audiences will be interested and enjoy the video made by the writer.