

SUMMARY

Making A Promotional Video of *Mardi Budoyo* Art Studio Probolinggo, Rizky Maulidatul Hasanah, NIM F31181587, 2021, 29 pages, English Study Program, Politeknik Negeri Jember, Asep Samsudin, S.Pd., M.Li (Supervisor).

This is the report of final project entitled “Making a Promotional Video of *Mardi Budoyo* Art Studio Probolinggo”. This final project made to help “*Mardi Budoyo* Art Studio” to promote their art studio. The writer decided to make a promotional video as another promotional media for “*Mardi Budoyo* Art Studio”.

“*Mardi Budoyo* Art Studio” is one of the art studios in Probolinggo that teaches traditional dance and music. They have 2 kinds of typical traditional dance like *Jaran Bodhag* and *Reog* dance. In addition, they also teach traditional music such as *gamelan reog*, *gamelan kenong telok*, and *gamelan jawa*. “*Mardi Budoyo* Art Studio” has some of promotional media such as Instagram, Facebook, website and Youtube. However, the owner said that they need promotional video to add the media for promoting their studio. So, the owner accept the offer from the writer to make a promotional video for them.

In making this final project, the writer collected some data to complete this final project. There are four data collecting method that used by the writer, those are; interview, observation, document, and audio-visual material. In the interview, the writer got the information related to history, vision and mission, kinds of activities, achievement, and contact personal. In the observation, the writer got data about facilities, service offered and the activities in the Art Studio. In the documentation, the writer got data about the address, some videos from Youtube and some pictures from internet also their archieve. In the audio-visual material, the writer shot some scenes related to the activities and the facilities in the art studio.

The promotional video is in a bilingual version, English for the voiceover and bahasa Indonesia for the subtitle. The duration of this video is about 6 minutes and 27 second. The video is divided into 3 parts, those are; opening, body, and closing. The writer adapted the procedures of making promotional

video from Rifai *et al* (2018). There are 3 steps that are used by the writer and those are; pre-production, production, and post production.

In finishing this final project, the writer faced some difficulties and challenges. The writer found difficulties in shot the video and edited the video. Beside, the writer faced difficulties in grammatical error when wrote the good script and the report of final project. To ease the difficulties the writer asked help for her friends to shot the video and hire an editor to edit the video. For ease the difficulties in grammatical error, the writer used application of grammar checker namely Grammarly to guide her writing the script and ther report. In addition, the writer also faced some challenges because when the writer was doing the project, it was pandemic situation. The writer had to wait for confirmation from the owner regarding to permission for collecting the data. Furthermore, the writer had to pronounce all the words correctly to make the audio suitable. However, the writer got some benefits from this project. The writer improved her skill in writing the script of the video. Moreover, the writer got new knowledge about how to make a good storyboard.