

## SUMMARY

**Making A Video as A Promotional Media of Fathih Tour Wisata Bondowoso,** F31181527, 2021, English Study Program, Politeknik Negeri Jember, Nila Susanti S.S, M.Pd. (Supervisor).

Making Video as a Promotion Media for Fathih Tour Wisata is the title of this final project which will help Fathih Tour Wisata in promoting the services it offers. Fathih Tour Wisata does not have a promotional media in the form of a video and the writer will make a final project in the form of a Fathih Tour Wisata video, the owner of Fathih Tour Wisata also needs video as a media to promote his business. In addition, the use of videos can provide detailed information to customers about Fathih Tour Wisata.

Supporting data was needed in making this final project, and to complete the data the writer carried out several stages, namely interviews, observation, documentation, and audiovisual material. The contents of this Fathih Tour Wisata Video were organized into five parts. Information about Fathih Tour Wisata in general, such as the beginning of the establishment of Fathih Tour Wisata. This information was contained in the video in the first part. An explanation of the tour packages in Fathih Tour Wisata, and the price of the tour packages were listed in the second part of the video. To support the information in the video, the writer presents several photos from Fathih Tour Wisata in the third part. Also contact persons for customer convenience such as addresses, social media from Fathih Tour Wisata such as Facebook, Whatsapp, and Instagram were listed in the fourth section. And the writer displays details of the location of Fathih Tour Wisata based on google maps to support complete information in the fifth part.

Video used bilingual, Indonesian and English versions. Approximately 5 minutes long. The writer adapted the steps from Maulani, et al. (2016) for the video making procedure. The steps were pre-production, production, and post production. Pre-production consisted of ideas, time schedules, synopsis, script writing, storyboards, and setting the tools. Production included opening, content, and

closing. And the last step was Postproduction or editing which includes 6 stages, namely editing, evaluation, and distribution.

In completing this project, the writer found some difficulties and some new things. The writer had difficulty in grammar, so the writer used the Grammarly application to help check grammar. The writer also needs to learn a lot about grammar and correct pronunciation. The writer found new things, especially in terms of videos. The new thing that the writer got was how to make good and interesting videos, and good video editing applications. In addition, the writer can also improve his ability to write and speak in English and Indonesian properly and correctly.