

SUMMARY

Making a Video as Promotional Media of UD PAKEMSARI, Sumber Jambe, Jember, Fajar Sulaiman, F31181287, 2021, 25 pages, English Study Program, Politeknik Negeri Jember, Cholimatus Zuhro, S.Pd, M.Li. (Supervisor).

This final project entitled “Making a Video as Promotional Media of *UD.PAKAEMSARI* Sumber Jambe, Jember”. This final project was made based on the “*UD PAKEMSARI*” needs promotional media in order to promote their products. Therefore, the writer decided to make a video as a promotional media to help the owner of *UD PAKEMSARI* to promote tobacco *Batik* product.

The writer used four methods in collecting data. They are interview, observation, documentation, and audiovisual material. The video entitled “Wonderful *Batik* of *UD PAKEMSARI* Sumber Jambe”. There are three parts of this video. They are opening, body, and closing section. In the opening section, there is introduction about Jember city and also about the company “*UD PAKEMSARI*” for example like iconic places of Jember city and the entrance of “*UD PAKEMSARI*”. In the body section, there is an essential information such as history of the company, interview, the process of making *Batik*, kind of *Batik*, the price, and how to order the *Batik*. In the closing section, there is an essential information about the social media of “*UD PAKEMSARI*” and the certain location of the company.

The video was made in bilingual version, *Indonesia* and English. The format of this video is MP4 with estimation file is 300 Mb in resolution 1280x720. The writer adopted Grant theory consist of script it out, storyboard the vision, produce the video, assemble the video edit, pro and mote the video.

In finishing this final project the writer found the strengths and the weaknesses. There are some strengths of this product firstly, this product consists of complete information of the company. Secondly, because this is a bilingual version it can enlarge *UD. PAKEMSARI* market beyond local market. The weaknesses of this product are firstly, there are some parts of this video which in low quality because the writer did not use any hand stabilizer in taking a footage. Secondly, the location

of the company near road caused the distract of the sound result, so the voice are not clear enough. Despite, the writer also faced some challenge in completing this final project. The first challenge is because the writer has a lack of fund so he decided to minimize the production cost of the video. The second challenge was the writer skill in editing the video which is in the beginner level so he needed to improve the skill by himself in using YouTube media platform.