

SUMMARY

Making A Video as A Promotional Media of Anggrek Tour and Travel, Dimas Bayu Anggara, NIM F31180375, 2021, 28 pages, English Study Program, Politeknik Negeri Jember, Agus Setia Budi, S.Pd., M.Pd. (Supervisor).

Anggrek Tour and Travel is a travel agency that has been established for a long time, but does not yet have a proper promotional media. To attract the attention of viewers, a good promotional media was needed so that this travel agency can be more widely known by the public. The writer has made a promotional video for Anggrek Tour and Travel by conducting the final project to help Anggrek Tour and Travel in promoting this travel agent through the products that the writer made.

In order to accomplish this final assignment, the writer needed supporting data, therefore the writer conducted interviews, observations, documentation, and audiovisual material. The promotional video was divided into three sections: opening, content, and closing. The first part of this video was opening, the writer introduced some iconic Situbondo place such as Situbondo name-plate in the middle of town-square and the town-square itself. After that, the writer showed the detail location of Anggrek Tour and Travel. The second part of this video was the content, the writer explained about the history of Anggrek Tour and Travel. In addition, the writer explained and focused on discussing one of the available packages. Next, the writer described the facilities and services that consumers receive when they use this travel agency's services. The last part was closing that the writer explained the available packages that customer can get. The writer provided the contact information for Anggrek Tour and Travel in order to assist viewers who wish to order this travel agency. This part can include greetings to all parties involved in the production of the video.

The video was created in a bilingual version, with the voice over speaking in English and the subtitles in Bahasa Indonesia. Adobe Premiere Pro was used to create the video. The writer adapted steps from Rifai, D et.al (2018). Pre-production, production, post-production were the steps.

The writer was had a lot of trouble finishing this video. The writer ran across various issues when composing the video's script. The writer wanted to learn how to write a great script from a range of sources. Before contacting with his supervisor for feedback, the writer proceeded to write the video's script. Following the changes to the script, the writer met with the proprietor of Anggrek Tour & Travel to discuss the material included in the script. Additionally, when creating a storyboard, the writer learned how to construct an effective storyboard, which made editing easier.