

SUMMARY

Making a Promotional Video of Prabulinggih Batik in Probolinggo, Nurika Lutfiah, F31181455, 2021, 33 pages, English Study Program, Politeknik Negeri Jember, Suyik Binarkaheni, S.Pd., M.Li (Supervisor).

This is the report of the final project entitled Making a Promotional Video of Prabulinggih Batik in Probolinggo. While the title of the video is The Nuances of the Beauty of Prabulinggih Batik. The project was made because based on the preliminary study was conducted by the writer, the owner confirmed that there has been some promotional media of Prabulinggih Batik. They are Instagram, Youtube, Facebook, Business Site, and Id Card. Unfortunately, incomplete information and not active/not updated for 8 months ago. Besides, the owners needed promotional media in English versions because this home industry did not have one. The necessity of that English promotion media is urgently needed since Prabulinggih had promoted its product in participating in London Fashion Street in 2016. Based on the problems, the writer made promotional media in the form of a video in a bilingual version because it gives the viewers information about Prabulinggih Batik's product effectively. Therefore, the viewers will decide which products they will want to buy. This promotional video is in a bilingual version, Indonesian language and English to make the foreign and domestic viewers understand the content easily.

In making this final project, the writer had conducted some data collecting methods, namely; observation, interview, documentation, and audiovisual material. The writer also applied the theory from Wiratna and Lakoro in making the product. Pre-production, production, and post-production are three steps adapted in making this video.

The writer divided the video into three parts, the first part is opening was explained the location, history, and achievement of Prabulinggih batik. The second part of the contents shows motifs, the products, and the process of making batik. The last part of closing shows the testimony from the customers, contact

information, and salutation to all of the parties. This video has a duration of about 10 minutes with a bilingual version, Bahasa Indonesia and English.

In finishing this final project, the writer got some problems such as the writer can not shoot and edit by herself so the writer hired a cameraman to make this promotional video. The writer also had some problems in writing related to grammatical errors, miss-spelling, and language structure. In addition, as a voiceover, the writer also had to pronounce appropriately the sentences to make domestic or foreign customers understand the content of the video has delivered. Besides some problems in making this final project, the writer also got some advantages such as increasing her English skill especially in writing and speaking. The writer also develops her knowledge about batik.