

## SUMMARY

**Making A Video as Promotional Media of Batik Suket Teki Jember.** Aulia Balqis, F31170737, 2020, 24 pages, English Study Program, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd., M.Pd. (Supervisor).

This is the report of final project entitled “Making A Promotional Video as Promotional Media of Batik Suket Teki Jember”. The project was made because Batik Suket Teki have promotional media such as Instagram and Facebook that were not active anymore, then they needed promotional medium in the form of video. Every people could get details information about Batik Suket Teki when watching this video.

In making this final project, the writer needed supporting data to complete this final project and the writer did interview, observation, documentation, and audiovisual material. The video of Batik Suket Teki consisted of three parts. The first part is opening, the writer presents about Jember regency and gives information about Batik Suket Teki such as the history and the location of the home industry. The second part is body, the writer presents about information about Batik Suket Teki such as the motifs, the price, equipments and materials, and the process of making batik. The last part is closing, the writer presents about the achievements and testimonies from the customer.

The video was made in Bilingual, English for the speaker and Bahasa Indonesia subtitle. The video was made by using Adobe Premiere Pro and used mp4 format. The writer adapted steps from Ruffel (2011). The steps were strategic planning, pre production, production, post production, distributor and marketing.

In finishing this project, the writer found many difficulties and challenges. The writer found a problem when making script of the video. The writer needed to learn in many references about how to write good script. Furthermore, the writer got knowledge about batik information especially for Batik Suket Teki such as process of making batik and kinds of batik motifs that become the speciality of batik motifs

produced by Batik Suket Teki. Moreover, the writer's writing skill improved by making a script of the video and bilingualism by translating the script from Bahasa Indonesia to English.