

SUMMARY

Making a Promotional Video of 3 Epic Places in West Side of Situbondo, Goesty Mahfudzi Alam, F31171913, 2020, 42 pages, English Study Program, Politeknik Negeri Jember, Vigo Dewangga, S. S., M. Pd. (Supervisor).

This is a report of final project entitled “Making a Promotional Video of 3 Epic Places in West Side of Situbondo”. The product was made because some of promotional media in Situbondo tourism objects including Kampung Blekok, Kampung Kerapu, and Plaza Rengganis used bahasa Indonesia. To attract foreign tourists they needed promotional media in English. They needed promotional media in the form of a video to make their activity of promotion more effectively. Every people could get details information about Kampung Blekok, Kampung Kerapu, and Plaza Rengganis.

In making this final project the writer needed supporting data to complete this final project and the writer did 3 steps those are interview, documentation, and audiovisual material. Actually the writer should did 4 steps were interview, observation, documentation, and audiovisual materials. But, since March 2020 the government of Indonesia nounced to stop spreading of COVID 19 virus by closing public places including tourism objects and decreasing public activities. Because of this situation the writer can did observation step and one of step in audiovisual materials process that is taking a video and picture directly in Kampung Blekok, Kampung Kerapu, and Plaza Rengganis. The writer also did 3 steps of procedure of making promotional video those are pre-production, production, and post production. The video divided into three parts those are opening, content, and closing. The opening scene showed about Situbondo tourism objects universally. The content showed about the facilities, activities, and axcellencies from Kampung Blekok, Kampung Kerapu, and Plaza Rengganis. And for closing scene that showed about the beautiful scenery in Kampung Blekok, Kampung Kerapu, and Plaza Rengganis. The video use English language for speakers and use bahasa Indonesia for the subtitle, the video made by Adobe Premiere Pro.

When making the product the writer asked the editor for editing and burning process his the final project product. And for the materials of final project product the writer got the videos from youtube channels of @Kabupaten Situbondo, @Pesona Indonesia, @Edwin Wira, @Kembaran Traveller, @Bronto Pro, and video's Instagram of @kampungkerapusitubondo. Afterwards, the writer showed the video to supervisor and one of staff of *Dinas Pariwisata KAB. Situbondo* to get somecomments and make the video better.

Finally, the writer could finish this final project. the writer hopes that this promotional video can help Dinas Pariwisata KAB. Situbondo to promote Kampung Blekok, Kampung Kerapu, and Plaza Rengganis and also attract the tourist to visit those tourism objects