

SUMMARY

Making a Video as Promotional Media of LKP IYI Pasuruan, Annisa Shaliha Imtania Maqdis F31180353, 2021, 31 pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

“Making a Video as Promotional Media of LKP IYI Pasuruan” is the title of this final project which would help LKP IYI in promoting its course programs. LKP IYI does not have promotional media in the form of a video and the writer made a final project in the form of a Promotional Video of LKP IYI. The owner of LKP IYI also needed videos as a media for promoting his business. Beside that, the owner had problems in making the video as a promotional media, and using the video can provide detailed information to visitors about LKP IYI.

Supporting data was needed in the making of this final project. To complete the data the writer took several steps, they are interview, observation, document, and audio-visual activity. The contents of LKP IYI Promotional video is information about the history of the establishment of LKP IYI, the kinds of course program in LKP IYI, the facilities that are available and the price list to take a course in there, the testimonial from the student and the explanation from the owner of LKP IYI the also available telephone or social media contacts, and maps.

The video is making in a bilingual version, Bahasa Indonesia and English. The duration of this video about 9 minutes. The writer adapt steps from Sunarya (2016) for the procedures of making this promotional video. There are pre production, production, and post production In finishing this project, the writer found many new things especially in terms of editing the video to become attractive. Besides, the writer also improve skills such as speaking and translating, in making this final project the writer was trained to make the correct script and translated it into English with correct grammar.