

## SUMMARY

**Making A Video Company Profile As A Promotional Media Of Hayyu's English Course Bangsalsari Jember**, Gebi Maribet, NIM F31171045, 2021, English Study Program, Politeknik Negeri Jember, Nanik Mariyati, S.Pd, M.Pd. (supervisor).

Course and training institution is non-formal education that helps developing specific skills depending on each person need in joining the course In Indonesia, course and training institution is known as LKP. One of the courses and training is LKP Hayyu's English Course in Bangsalsari Jember.

Hayyu's English Course has some promotional media it is a website. The information on the website was not complete because the content was only about the name of the owner as of the manager, the location, and the registration requirement. Then the website itself was put in the office only.

For making this final project, the writer needed supporting data to complete the final project, what the writer needed such as interview, observation, documentation, and audio-visual material. In an interview, the writer got information about the history of Hayyu's English Course, facility, and activity. In the observation, the writer got information about the real condition in Hayyu's English Course and the facility that is available in Hayyu's English Course. The documentation the writer got is about other promotional media that Hayyu's English Course used and the location of Hayyu's English Course. And in the audio-visual, the writer took the video about the facilities and learning activity.

After the writer got the data and information, the writer gave the video to the editor for editing activity. The video was made in bilingual versions, that is English for the audio and *Bahasa Indonesia* for the subtitle. For making the video the writer adopted the step from Sunarya (2016), there are preproduction, production, and postproduction. The first was preproduction, the writer made the idea and develop it into a synopsis, made a script and storyboard, made the shooting schedule, and prepare the tools that the writer needed to take a video. The second was produced, the writer came to Hayyu's English Course to take a video. And in the last was postproduction, after taking a video the writer gave the video to the editor for editing activity. Then, the writer asked for feedback from the supervisor and the owner about the video. If the video was fixed, the writer distributed the video to the owner of Hayyu's English Course.

In finishing this final project, the writer has difficulties and challenges. The difficulties in making the script and dubbing activity because difficult in pronouncing and grammar. In addition, the writer has a challenge when taking the video because it is the first time the writer took a video for a video company profile or another promotional video. so, the writer must understand how to get a good angle to get a good video company profile.