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Title : Producing English Promotional Video at Purbasari
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SUMMARY

This final report is based on the job training that was carried out on January 31st – February 28, 2022. The purposes of this report were to explain the implementation of the job training, the process of making English promotional video, and the obstacles and solutions in producing promotional video at Purbasari Pancuran Mas Educational Tourism Park. This tourist destination was chosen because it was unique and in great demand by local and international tourists. Therefore, it was necessary to make a promotional video in English so that the international tourists can get clear information about Purbasari Pancuran Mas Educational Tourism Park.

In making this Job Training Report, there were three methods called observation, interview, and documentation. Observation was carried out before and during the job training, while interview and documentation were carried out during the job training. These three methods were used in carrying out the job training which is making promotional video in English. The video result was a cinematic video with English voice over and Indonesian subtitles.

There were three stages in the process of making English promotional video called pre-production, production, and post-production. Determining idea, making schedule, writing script, making storyboard, and preparing tools were the preparation stage known as pre-production. Video shooting and voice recording were called the production stage, while video editing was the final stage called post-production. There were several obstacles during the process, but they can be solved. The result of the video was uploaded on social media of Purbasari Pancuran Mas Educational Tourism Park and aimed to help them increase their promotion.

Keywords: Tourist Attraction, Promotion, Promotional Video

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RINGKASAN

Laporan Tugas Akhir ini disusun berdasarkan praktik kerja yang dilaksanakan pada 31 Januari – 28 Februari 2022. Tujuan laporan ini adalah untuk menjelaskan pelaksanaan praktik kerja, proses pembuatan video promosi berbahasa Inggris, dan kendala serta solusi dalam membuat video di Taman Wisata Pendidikan Purbasari Pancuran Mas. Tempat wisata ini dipilih karena merupakan tempat wisata yang unik dan banyak diminati turis lokal maupun internasional. Oleh karena itu, membuat video promosi dalam bahasa Inggris diperlukan untuk membantu turis internasional memperoleh informasi seputar Taman Wisata Pendidikan Purbasari Pancuran Mas dengan jelas.

Dalam menyusun Laporan Praktik Kerja ini, terdapat tiga metode yaitu observasi, interview, dan dokumentasi. Observasi dilakukan sebelum dan selama praktik kerja berlangsung, sedangkan interview dan dokumentasi dilakukan selama praktik kerja berlangsung. Ketiga metode tersebut digunakan dalam melaksanakan praktik kerja yakni membuat video promosi dalam bahasa Inggris. Video yang dihasilkan merupakan video cinematic dengan voice over bahasa Inggris dan subtitles bahasa Indonesia.

Terdapat tiga tahapan dalam proses pembuatan video promosi berbahasa Inggris yaitu pra-produksi, produksi, dan pasca produksi. Menentukan ide, membuat jadwal, menulis skrip, membuat storyboard, dan persiapan alat merupakan tahap persiapan yang disebut sebagai pra-produksi. Proses pengambilan video dan perekaman suara disebut sebagai tahap produksi, sedangkan penyuntingan video merupakan tahap akhir yang disebut sebagai pasca produksi. Ada banyak kendala dalam prosesnya, namun kendala tersebut dapat diatasi. Video yang dihasilkan di upload di media sosial milik Taman Wisata Pendidikan Purbasari Pancuran Mas dan bertujuan untuk membantu mereka dalam meningkatkan promosi.

Kata kunci: Objek wisata, Promosi, Video Promosi