

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After finishing the job training at Purbasari Pancuran Mas Educational Tourism Park, the product completely produced was in form of English promotional video with Indonesian subtitles. The concept of the video was cinematic video with a duration of about six minutes. The video shows all interesting rides, facilities provided, and special offers. There was a model who act as a visitor to make the video look more interesting and give an idea to the viewers of what it would be like if they visited Purbasari Pancuran Mas Educational Tourism Park.

In making promotional video, there were three stages namely pre-production, production, and post-production. Pre-production is the preparatory stage before the production stage and there were several stages in pre-production namely determining idea, script writing, storyboarding, equipment and talent preparation, and time schedule. Production stage is the process of video and voice recording. Post-production is the final stage where the editing process occurred.

In making promotional video, there were some obstacles. First, lack of skills in capturing and editing video make the video recording process was done in two times. At the end, there was a decision that a videographer should be involved to help in capturing and editing video. Second, the unpredictable weather that

make the video recording process messed up. Third, when the video editing was done, there were revisions on the script. Therefore, it was important to always have consultation with the supervisors regarding to the product.

B. Suggestion

There are suggestions that could be taken into consideration. First, it is recommended to do job training at Purbasari Pancuran Mas Educational Tourism Park and create product in English. They really support students who want to do job training there. The company will guide and give direction during the job training, and the product made is not only in the form of video promotion. Second, if the product is a promotional video again, then make a video that focuses on one spot in Purbasari Pancuran Mas Educational Tourism Park. Third, in making promotional video it is necessary to have a good plan and preparation before the production process. It is necessary to make a decision in advance whether to make video independently or with a team. If it is determined from the beginning, the process will be more structured.