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Title : Creating English Promotional Video of “The Village”: a Job Training at CV. Sahabat Nusantara Sejahtera
Supervisors : 1. Rosdiana Puspita Sari, S.S., M.A.
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SUMMARY

This job training report is entitled “Creating English Promotional Video of The Village: a Job Training at CV. Sahabat Nusantara Sejahtera”. Job training is held for one month on November 20, 2021 – December 19, 2021 at CV. Sahabat Nusantara Sejahtera. The purpose of compiling this job training report is to know job training implementation in CV. Sahabat Nusantara Sejahtera, to create a promotional video of The Village in promoting CV. Sahabat Nusantara Sejahtera, and to find out the obstacles and solutions in creating promotional video.

The method used in making this job training report are observation, interview and documentation. Through this method the writer got the result of job training in the form of promotional video. In carrying out job training, a promotional video of The Village for CV. Sahabat Nusantara Sejahtera was made, which is one of the tourist icons in Purwokerto.

During the job training, there were several obstacles such as editing videos, making scripts in interesting languages, and several other obstacles. To overcome these obstacles is to find information about The Village, create a script used in the promotional video and consult with supervisors. From the results of promotional video that have been published, it is hoped that people who watch will be interested in visiting The Village and using the services of CV. Sahabat Nusantara Sejahtera.

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RINGKASAN

Laporan praktik kerja ini berjudul “Creating English Promotional Video of The Village : a Job Training at CV. Sahabat Nusantara Sejahtera”. Pelatihan kerja dilaksanakan selama satu bulan pada tanggal 20 November 2021 – 19 Desember 2021 di CV. Sahabat Nusantara Sejahtera. Tujuan di susunnya laporan ini adalah untuk mengetahui pelaksanaan pelatihan kerja di CV. Sahabat Nusantara Sejahtera, membuat video promosi The Village dalam mempromosikan CV. Sahabat Nusantara Sejahtera serta mengetahui kendala dan solusi dalam pembuatan video promosi.

Metode yang digunakan dalam membuat laporan praktik kerja yaitu, observasi, wawancara dan dokumentasi. Melalui metode tersebut penulis mendapatkan hasil produk praktik kerja berupa video promosi. Dalam melaksanakan pelatihan kerja, dibuatkan video promosi The Village untuk CV. Sahabat Nusantara Sejahtera, yang merupakan salah satu ikon wisata di Purwokerto.

Selama pelatihan kerja, ada beberapa kendala seperti mengedit video, membuat script dengan bahasa yang menarik, dan beberapa kendala lain. Untuk mengatasi kendala tersebut, mencari referensi video pariwisata, mencari contoh script yang dipakai dalam video promosi dan berkonsultasi dengan dosen pembimbing. Dari hasil video promosi yang sudah dipublikasikan diharapkan orang – orang yang menonton dapat tertarik untuk mengunjungi The Village dan menggunakan jasa dari CV. Sahabat Nusantara Sejahtera.