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Judul	: Creating English Promotional Videos for Cultural Tours at Tamansari Tourism Village Bnyumas
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RINGKASAN

Laporan Tugas Akhir ini disusun berdasarkan praktik kerja yang dilaksanakan pada 15 Juni- 20 Juli 2023. Tujuan laporan ini adalah untuk menjelaskan pelaksanaan praktik kerja, proses pembuatan video promosi berbahasa Inggris, dan kendala serta solusi dalam membuat video di Desa Wisata Tamansari. Tempat wisata ini dipilih karena merupakan tempat wisata yang unik karena menyediakan wisata kegiatan budaya dan memiliki potensi besar untuk menarik perhatian para turis asing.

Dalam menyusun Laporan Praktik Kerja ini, terdapat tiga metode yaitu observasi, interview, dan dokumentasi. Observasi dilakukan sebelum dan selama praktik kerja berlangsung dengan cara mengamati masyarakat serta budaya-budaya yang dilestarikan oleh Desa Wisata Tamansari dan dokumen yang mendukung tugas akhir termasuk kajian pustaka.. Metode interview dilakukan selama praktik kerja dengan cara mewawancarai kepala Desa Tamansari terkait kegiatan wisata budaya yang ada dalam paket wisata sampai info umum seputar Desa Wisata Tamansari. Sedangkan, metode dokumentasi dilakukan selama praktik kerja berlangsung. Video yang dihasilkan merupakan video 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 konsep video, membuat jadwal, menulis skrip, membuat storyboard, melakukan briefing dengan videographer dan persiapan alat merupakan tahap persiapan yang disebut sebagai pra-produksi. Proses pengambilan video dan perekaman suara disebut sebagai tahap produksi. Sedangkan, penyuntingan video dan revisi video merupakan tahap akhir yang disebut sebagai pasca produksi. Ada banyak kendala dalam prosesnya, namun kendala tersebut dapat diatasi oleh beberapa solusi. Video yang dihasilkan di upload di kanal YouTube milik Desa Wisata Tamansari dan bertujuan untuk membantu mereka dalam meningkatkan promosi dan kunjungan turis asing maupun lokal.

Kata Kunci: Desa Wisata, Video Promosi, Promosi

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SUMMARY

This Final Project Report was prepared based on job training carried out on June 15-July 20 2023. The purpose of this report is to explain the implementation of job training, the process of making promotional videos in English, and the obstacles and solutions in making videos in Tamansari Tourism Village. This tourist attraction was chosen because it is a unique tourist attraction that provides cultural activity tours and has great potential to attract the attention of foreign tourists.

In compiling this Internship Report, there are three methods, namely observation, interviews, and documentation. Observations were made before and during job training by observing the community and the cultures preserved by Wiasata Tamansari Village and documents that support this job training report include literature review. The interview method was carried out during job training by interviewing Village Headman of Tamansari related cultural tourism activities in the tour packages to general information about Tamansari Tourism Village. Meanwhile, the documentation method is carried out during job training. The resulting video is a video with English voice over and Indonesian subtitles.

There are three stages in the process of making an English promotional video, namely pre-production, production and post-production. Determining the video concept, making schedules, writing scripts, creating storyboards, conducting briefings with videographers and preparing tools are the preparatory stages known as pre-production. The process of taking video and sound recording is referred to as the production stage. Meanwhile, video editing and video revision is the final stage which is known as post-production. There are many obstacles in the process, but these obstacles can be overcome by several solutions. The resulting video is uploaded on the YouTube channel belonging to Tamansari Tourism Village and aims to assist them in increasing the promotion and visits of foreign and local tourists.

Keywords: Tourism Village, Promotional Video, Promotion