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SUMMARY

This report is titled "Creating an English Promotional Video of Melung Tourism Village" and is based on the job training that have been carried out at Melung Tourism Village, Kedungbanteng, Banyumas from May 02th, 2023-June 02th, 2023. The Melung Tourism Village is a tourist village that has an amazing natural beauty.

The purpose of the job training are to create english promotional video to be uploaded on instagram, to explain the obstacle and solution in creating promotional video.

There are three methods used in carrying out this job training, namely observation, interview and documentation. Observation was conducted in the first week by observing the tourist objects and activities of the visitors during the weekends in Melung Tourism Village. Interview was done by asking several questions to the social media manager of Melung Tourism Village, to get information about the use of promotional videos through Instagram social media. Documentation was done by taking pictures and videos of tourist objects and facilities at Melung Tourism Village.

The product resulted from implementation of this job training are three short promotional videos with English subtitle and indonesian voice over.

There are several steps in the process of making promotional videos, namely pre-production, production, and post-production. In the process of producing promotional videos, there are several obstacles, namely translation of video scripts, editing, sound recording, and limited video recording equipment. These obstacles can be overcome by consulting translation and voice recording with the supervisors, arranging a schedule for voice recording, preparing a good camera so that the results of video recording can be optimal.

Keywords: Tourism Village, English Promotional Videos, Promotion.

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RINGKASAN

Laporan ini berjudul “Creating an English Promotional Video of Melung Tourism Village” dan didasarkan pada praktik kerja yang telah dilakukan di Melung Tourism Village, Kedungbanteng, Banyumas pada tanggal 02 Mei 2023- 02 Juni 2023. Melung Tourism Village merupakan desa wisata yang memiliki keindahan alamnya yang menakjubkan.

Dilaksanakannya praktik kerja ini dengan tujuan untuk untuk membuat video promosi dalam bahasa Inggris yang akan diupload di instagram, menjelaskan kendala dan solusi dalam membuat video promosi.

Ada tiga metode yang digunakan dalam melaksanakan praktik kerja ini, yaitu observasi, wawancara, dan dokumentasi. Observasi dilakukan pada minggu pertama dengan melakukan pengamatan terhadap obyek-obyek wisata dan aktivitas yang dilakukan pengunjung saat akhir pekan di Melung Tourism Village. Wawancara dilakukan dengan mengajukan beberapa pertanyaan kepada pengelola media sosial Melung Tourism Village untuk mengetahui informasi terkait penggunaan video promosi melalui media sosial instagram. Dokumentasi dilakukan dengan cara mengambil gambar dan video obyek wisata dan fasilitas di Melung Tourism Village.

Produk yang dihasilkan dari pelaksanaan praktik kerja ini adalah tiga video promosi pendek dengan teks bahasa Inggris dan voice over bahasa Indonesia.

Ada beberapa langkah dalam proses pembuatan video promosi yaitu pra produksi, produksi, dan pasca produksi. Dalam proses memproduksi video promosi terdapat beberapa kendala yaitu penerjemahan naskah video, editing, perekaman suara dan keterbatasan perangkat untuk merekam video. Kendala-kendala tersebut dapat diatasi dengan melakukan konsultasi penerjemahan dan perekaman suara kepada dosen pembimbing, mengatur jadwal pelaksanaan perekaman suara, menyiapkan camera yang bagus agar hasil rekaman video bisa optimal.

Kata kunci: Desa Wisata, Video Promosi Bahasa Inggris, Promosi