

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

After completing the job training for one month at Melung Tourism Village, the product was a promotional video with English subtitles. The concept of the video was cinematic with a duration of about two minutes. The video shows all the beautiful natural scenery, facilities provided, exciting rides, and interesting spots. There was a model playing the role of a visitor to create an attractive impression in the video and provide viewers with an idea of what to expect when visiting Melung Tourist Village, encouraging them to come and experience the natural beauty it has to offer.

Creating promotional videos takes a long time. Starting from creating video concept ideas, compiling video scripts, recording videos and editing videos. When creating this video concept idea, several reference materials were used, which are taken from the Internet and YouTube media. In the process of making promotional videos, there are several obstacles, namely, when compiling a video script, it needs some revisions from the supervisors regarding the arrangement of sentences and the use of grammar. Therefore, it is important to always consult with the supervisor about the product. Video recording also took a long time because it was done in two times. Initially, a smartphone was used to record the video. However, the results were not optimal. Finally, it was decided to re-record with a good quality camera to get optimal results.

There are three stages in the promotional video editing process, namely pre-production, production and post-production. Steps in pre-production are determining ideas, creating storyboards, preparing equipment, and scheduling time. Production is the stage where the video and sound are recorded. Post-production is the final stage of editing the video.

From the process felt during one month of work practice, of course, the result of creating an English promotional video certainly have a lot of positive experience that can be obtained, namely the experience of going directly to the field, provide personal experience in knowing the process of creating professional videos, practicing writing skills through making video scripts, knowing the location of hidden gems in Banyumas Regency, being able to recognize and explore more about understanding the world of tourism. In addition, this video product is not only intended for students but also for public as well as local and international tourists. It is expected that the video can help revitalize the existence of tourist destinations in Banyumas Regency. The video product was uploaded on Melung Village's Instagram account.

B. Suggestion

Based on the results of the observations and work practices that were carried out, information was obtained that this village has already produced short videos about Melung Tourism Village. However, they need to be re-produced to make them more interesting. One suggestion is to try to add voice-over to attract more people to come to Melung Village. In addition,

there are several other suggestions, namely the more creativity is needed in tourism objects by creating interesting rides or play areas and decorating places to give an attractive impression to tourists, not only that, it is necessary to upload informative content to give visitors an insight of the facilities available in Melung Tourism Village. The managers of Melung Village also need to maintain the facilities available in order to provide comfort to the visitors. To boost the promotion of Melung Village, managers must have goals such as making videos regularly with consistency that can provide benefits for Melung Village.

