

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After completing the job training at Owabong Waterpark Purbalingga, the product produced is a promotional video with English subtitles. The concept of the video is a cinematic video with a duration of about four minutes. The video shows all exciting rides and facilities provided. There is a model who acts as a visitor to make the video look more attractive.

In making a promotional video, there are three stages namely pre-production, production, and post-production. Pre-production is the planning and preparation stage before the production process. There are several stages in pre-production including determining idea, script writing, storyboarding, equipment and talent preparation, and time schedule. Production stage is the process of shooting, recording, and gathering all the elements needed for the video. Post-production is the stage of video editing, sound processing, visual effects processing, finishing, and publishing the video.

In making a promotional video, there were some obstacles. First, several rides and swimming pools in Owabong Waterpark are open only on weekend. At the end, the decision was that the video recording was done for two days, Saturday and Sunday. Second, the video involves a model to make the video more attractive. Since the first model was afraid to try all the rides, the final decision was to find another model and an athlete was finally involved. Third, when editing video was done, there were revisions on the script. Therefore, it was important to have consultation with the supervisors regarding to the product.

B. Suggestion

There are suggestions that can be considered. First, in conducting job training and creating a project based on online media, it is recommended to do job training at Owabong Waterpark Purbalingga. The staff of Owabong

Waterpark Purbalingga really supports students who want to do job training there. The marketing department would guide and give good directions to realize the content or project that want to create. Second, if the product is a promotional video again, then make a video that focuses on one spot in Owabong Waterpark Purbalingga. Third, in making a promotional video, it is necessary to have a good plan and preparation before the production process. It is important to determine the schedule for recording, editing, and finishing the process of making a promotional video. The process will be more structured if it is determined from the beginning.

