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Title : Bilingual Tourism Promotion in Sukoharjo Through
Promotional Video on TikTok
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SUMMARY

This job training report is written based on the job training carried out at the Department of Youth, Sport, and Tourism Sukoharjo or Dinas Kepemudaan, Olahraga, dan Pariwisata (Disporapar) Sukoharjo from 11 September 2023 to 15 December 2023. Disporapar Sukoharjo is a government department responsible for promoting tourism in Sukoharjo. The Heritage Palace was chosen as the tourist destination for which I created the promotional video. This tourist destination was chosen because it has its uniqueness and many facilities that the tourist can enjoy.

In making this job training report, there were three methods: observation, documentation, and direct practice. The observation was carried out before and during the job training, and documentation, and direct practice were carried out during the job training. These three methods were used in the job training, creating the bilingual promotional video. The promotional video was cinematic with Indonesian voice-over and English subtitles.

There were three steps in the process of producing the bilingual promotional video namely preparation, production, and post-production. In the preparation steps, there were several stages namely determining the title of the promotional video account, determining the tourist destination, researching the tourist destination, constructing the captions and hashtags, creating the script, and creating the storyboard. Moreover, there were three stages in the production steps namely setting the position of the video device, recording the promotional video, and editing the promotional video. In the post-production steps, there is one stage which is the project publication.

There were several obstacles during the process, but they could be solved promptly. The results of the promotional video were published on the TikTok account of the Disporapar Sukoharjo. Subsequently, the video gained more than 1500 viewers.

Keywords: Promotional video, TikTok, Tourist Destination

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RINGKASAN

Laporan ini ditulis berdasarkan praktik kerja yang telah dilakukan di Dinas Kepemudaan, Olahraga, dan Pariwisata (Disporapar) Sukoharjo dari 11 September 2023 hingga 15 Desember 2023. Disporapar Sukoharjo adalah departemen pemerintah yang bertanggung jawab untuk mempromosikan pariwisata di Sukoharjo. The Heritage Palace dipilih sebagai tujuan wisata di mana penulis membuat video promosi. Tujuan wisata ini dipilih karena memiliki keunikan dan banyak atraksi yang dapat dinikmati oleh wisatawan.

Dalam penyusunan laporan praktik kerja ini, terdapat tiga metode, yaitu observasi, dokumentasi, dan praktik langsung. Observasi dilakukan sebelum dan selama pelatihan kerja, sedangkan dokumentasi dan praktik langsung dilakukan selama praktik kerja. Ketiga metode ini digunakan dalam pelaksanaan praktik kerja yang bertujuan untuk membuat video promosi dua bahasa. Hasil video promosi tersebut berupa video sinematik dengan narasi Bahasa Indonesia dan teks bahasa Inggris.

Ada tiga langkah dalam proses produksi video promosi dua bahasa, yaitu langkah persiapan, langkah produksi, dan langkah pasca-produksi. Di dalam langkah persiapan, ada beberapa tahap yaitu menentukan nama akun video promosi, menentukan tempat pariwisata, melakukan riset tentang tempat pariwisata, membuat keterangan dan hashtag, membuat naskah, serta membuat papan cerita. Selain itu, ada tiga tahap dalam langkah produksi, yaitu menetapkan posisi perangkat video, merekam video promosi, dan mengedit video promosi. Dalam langkah pasca-produksi, ada satu tahap yaitu publikasi proyek.

Terdapat beberapa hambatan selama proses tersebut, namun itu semua dapat diselesaikan dengan cepat. Hasil dari video promosi dipunggah di akun TikTok Disporapar Sukoharjo. Kemudian, video tersebut mendapatkan lebih dari 1500 penonton.

Kata kunci: Pariwisata, Video Promosi, TikTok.