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Judul	: Creating Bilingual Promotional Video Based on Testimonial Statements of Training Class Trainees At Hicolleagues
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RINGKASAN

Laporan praktik kerja ini berjudul “Creating Bilingual Promotional Video Based on Testimonial Statements of Training Class Trainees At Hicolleagues”. Laporan ini ditulis berdasarkan praktik kerja yang dilaksanakan di Yogyakarta pada tanggal 14 Agustus hingga 31 Desember 2023. Tujuan utamanya adalah membuat video promosi berdasarkan pernyataan testimoni dari peserta kelas pelatihan.

Terdapat tiga metode yang digunakan dalam membuat video promosi yaitu observasi, wawancara dan dokumentasi. Hasil dari laporan ini adalah video promosi tentang kelas pelatihan Hicolleagues dan testimoni dari peserta kelas. Video ini berdurasi dua menit tigapuluh dua detik dan diunggah ke LinkedIn.

Dalam membuat video promosi, terdapat tiga kendala yaitu, perizinan kegiatan acara karena masalah privasi, tempat acara yang memiliki pencahayaan yang buruk, dan kurangnya persiapan peserta untuk sesi wawancara. Solusi yang digunakan adalah konfirmasi kembali tentang acara yang akan dibuat video promosi, cek tempat pelatihan untuk mengetahui kondisi tempatnya dan menginformasi ke peserta bahwa ada sesi interview. Meskipun mengalami berbagai kendala, semua kendala tersebut dapat diatasi dengan baik.

Keywords: Hicolleagues, Video Promosi, Video

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SUMMARY

This job training report is entitled “Creating Bilingual Promotional Video Based on Testimonial Statements of Training Class Trainees At Hicolleagues”. This job training activity was carried out in Yogyakarta from August 14 to December 31, 2023. The main purpose is to create a promotional video based on testimonials statements of a training class trainees.

There are three methods used in creating promotional videos, namely, observation, interviews, and documentation. The result is promotional video about Hicolleagues training class and testimonial from class participants. This promotional video is two minutes and thirty two seconds in duration and uploaded in LinkedIn

During the making of the promotional video, there were three obstacles, such as licensing the event activities due to privacy issues, the venue having poor lighting, and the participant’s lack of preparation for the interview session. The solution used was reconfirm the availability of the event being covered, confirm the condition of the venue used and inform the participants there will be an interview session. Despite experiencing various obstacles, all of these obstacles can be resolved properly.

Keywords: Hicolleagues, Promotional Video, Video