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Title	: Creating an English Tourism Promotional Video for Curug Song Kalisalak Kebasen
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SUMMARY

This report is based on the job training at Lokawisata Curug Song, Kalisalak, Kebasen, which took place from August 21 to November 12, 2023. The aim of this internship was to produce an engaging and informative promotional video, featuring an Indonesian voice-over and English subtitles. The implementation of this job training involved data collection using three methods namely observation, interviews, and documentation.

The production of the promotional video for Curug Song was carried out in three stages. The first stage is pre-production, which includes determining the idea, theme, and scriptwriting and selecting the cast. The second stage is production, which involves the filming or shooting process. The final stage is post-production, where editing is done to refine the promotional video before it is released.

During the production of the promotional video for Curug Song Kalisalak Kebasen, several obstacles were faced, such as weak water flow due to dry weather, excessive brightness on the drone camera, and unstable video footage. The solution was to reschedule the filming for October, when the water flow would be stronger, adjust the brightness of the video through editing, and use the Shaky Video Stabilizer app to stabilize the footage. This promotional video is expected to enhance the appeal of Curug Song, to attract more visitors, including international tourists, and to make it easier for potential visitors to obtain information about the Curug Song tourist destination.

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RINGKASAN

Laporan ini disusun berdasarkan praktik kerja di Lokawisata Curug Song, Kalisalak, Kebasen, yang berlangsung pada 21 Agustus - 12 November 2023. Praktik kerja ini bertujuan menghasilkan video promosi yang menarik dan informatif, menggunakan voice-over berbahasa Indonesia dan subtitle berbahasa Inggris. Pelaksanaan praktik kerja ini melibatkan pengumpulan data melalui tiga metode, yaitu observasi, wawancara, dan dokumentasi.

Pembuatan video promosi Curug Song dilakukan melalui tiga tahapan proses. Tahap pertama adalah pre-production, yang meliputi penentuan ide, tema, pembuatan naskah, serta pemilihan pemeran. Tahap kedua adalah production, yaitu proses pengambilan gambar atau shooting. Tahap terakhir adalah post-production, di mana dilakukan proses editing untuk menyempurnakan hasil video promosi sebelum akhirnya dirilis.

Selama pembuatan video promosi Curug Song Kalisalak Kebasen, beberapa tantangan dihadapi, seperti aliran air yang lemah karena cuaca kering, kecerahan berlebih pada kamera drone, dan hasil video yang tidak stabil. Solusinya, syuting dijadwalkan ulang pada Oktober ketika aliran air lebih kuat, kecerahan video disesuaikan melalui editing, dan aplikasi Shaky Video Stabilizer digunakan untuk menstabilkan video. Video promosi ini diharapkan dapat meningkatkan daya tarik Curug Song, menarik lebih banyak pengunjung termasuk wisatawan mancanegara, serta memudahkan calon pengunjung dalam memperoleh informasi mengenai destinasi wisata Curug Song.