CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After completing the job training at Sapphire Group, it can be concluded that the project was successfully carried out. Two short promotional videos were produced, entitled *"Sapphire Riverside House Tour"* and "Who *Says Gen Z Can't Buy a House"*. Each video was presented in vertical (portrait) format with an approximate duration of one minute. These videos were delivered using English voice overs and included bilingual subtitles (Indonesian and English).

During the production process, three methods were used namely observation, interview, and documentation. The production was divided into three main stages, pre-production, production, and post-production. In the pre-production stage, several activities were conducted, such as defining goals, conducting audience analysis, creating the storyboard, and preparing necessary logistics. The production stage involved filming based on the planned concept and format. The post-production stage focused on video editing and evaluation. Once all the stages were completed, the videos were uploaded to Sapphire Groups social media platforms.

Throughout the production process, several obstacles were encountered, but they were successfully resolved and handled according to guidance and direction. These obstacles included timeline adjustment,

miscommunication with team members, and the need for content revisions due to language errors. Through consistent coordination, timely consultation with supervisors, and a commitment to continuous improvement, the production process was able to run smoothly. The ability to adapt and find effective solutions not only ensured the successful completion of the videos but also enhanced the author's problem solving skills and professional growth.

B. Suggestions

Based on the internship experience at Sapphire Group and the production process of the promotional videos, several suggestions are offered to improve the quality of similar activities in the future. First, it is essential to ensure better coordination and communication among all parties involved in the production process such as videographers, editors, and supervisors. This will help preventing miscommunication regarding the workflow and content requirements, second, creating a detailed and realistic production timeline from the beginning will help maintain a smooth flow throughout all stages, including pre-production, filming, editing, and final approval.

Involving the supervisor in every part of the production process is crucial to ensure that the concept and final output meet the expectations of the institution. It is also recommended to optimize the use of adequate equipment, especially in terms of lighting and sound, to produce higher

quality visuals and audio. In addition, proper preparation of the script and voice over is necessary, including practicing pronunciation and mastering the material to avoid repeating the recording process. For bilingual content, it is important to plan the use of both languages from the script writing and editing stages to make the target audience important to ensure that the final videos are effective, engaging, and aligned with the intended promotional objectives.