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Title : Creating English Promotion Videos for “Pandu Gift Store” for the Website of Java Heritage Hotel  
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## SUMMARY

This final report is based on the internship that took place from August 26, 2024 to November 30, 2024. The purpose of this report is to explain the implementation of the internship and the methods used in creating a promotional video, as well as the challenges and solutions encountered during the production of the promotional video for “Pandu Gift Store”. It is one of the hotel facilities that serves as a souvenir shop, offering local products from Banyumas and the surrounding areas, making it an attractive spot for hotel guests. The promotional videos were made using English audio and Indonesian subtitles to provide information about “Pandu Gift Store” to both foreign and domestic guests.

There are three methods used in preparing the videos: observation, interview, and documentation. The observation was carried out by observing the hotel facilities around the front office area and the online platforms used to promote the hotel facilities. The interview was conducted with the Head of the Front Office Department and the “Pandu Gift Store” team. The documentation involved collecting data through notes, photos, and videos. These three methods were used during the internship and aimed to support the creation of promotional videos. The promotional videos provide information about the products available at “Pandu Gift Store”, using English audio and Indonesian subtitles.

Several challenges were encountered during the process of creating the promotional video, such as deciding whether to hire professional video production services, difficulties in capturing certain video scenes, and limited space for shooting the video. However, these challenges were overcome by asking for help and eventually collaborating with the Pandu Gift Store team during the video shooting process. As a result, the shooting process of promotional videos were successfully completed.

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## RINGKASAN

Laporan Tugas Akhir ini disusun berdasarkan praktik kerja yang dilaksanakan pada 26 Agustus 2024 – 30 November 2024. Tujuan dari laporan ini adalah menjelaskan pelaksanaan praktik kerja, metode yang digunakan dalam pembuatan video promosi, dan kendala serta solusi dalam pembuatan video promosi untuk Pandu Gift Store. Pandu Gift Store merupakan salah satu fasilitas hotel yang disediakan sebagai toko yang menjual oleh-oleh khas Banyumas dan daerah sekitarnya sehingga menarik perhatian tamu hotel. Pembuatan video promosi menggunakan audio Bahasa Inggris dan subtitle Bahasa Indonesia untuk menginformasikan baik kepada tamu mancanegara maupun tamu lokal seputar Pandu Gift Store.

Terdapat tiga metode dalam penyusunan video-video ini meliputi observasi, interview dan dokumentasi. Observasi dengan mengamati fasilitas hotel di area sekitar kantor Front Office dan online platform yang digunakan untuk mempromosikan fasilitas hotel. Interview dilaksanakan dengan Kepala Departement Front Office dan tim Pandu Gift Store. Dokumentasi dilaksanakan dengan mengumpulkan data-data menggunakan catatan, foto dan video. Ketiga metode ini digunakan dalam pelaksanaan praktik kerja yang bertujuan untuk membuat video promosi. Video promosi berupa video penjelasan informasi seputar produk Pandu Gift Store dengan menggunakan audio Bahasa Inggris dan subtitle Bahasa Indonesia.

Ditemukan banyak kendala dalam proses pembuatan video promosi seperti apakah akan menggunakan bantuan dari jasa pengambilan dan pembuatan video profesional, kesulitan dalam mengambil beberapa adegan video, dan kurang luasnya tempat untuk melakukan pengambilan video promosi. Namun, kendala tersebut dapat diatasi dengan meminta bantuan dan akhirnya bekerja sama dengan tim Pandu Gift Store selama pengambilan video promosi. Hasilnya proses pengambilan video promosi berhasil dilakukan.