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Title	: Utilizing TikTok Account of Dinas Pariwisata Banyumas As a Promotional Medium of Local Culinary of Banyumas Regency
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SUMMARY

This job training report was prepared based on job training carried out on August 19 - November 19, 2024 at the Banyumas Youth, Sports, Culture and Tourism Office. The purposes of this report were to explain the implementation of work practice, the production process of promotional videos with English subtitles, as well as the obstacles and solutions faced during the production of promotional videos. In this report, the writer chose the topic of promoting Banyumas local culinary through social media as one of the strategies to attract tourists. In addition, the social media accounts of the Banyumas Youth, Sports, Culture, and Tourism Office have not published content on the topic in English.

In making this promotional video, there were three methods consisting of observation, interview, and documentation. The observation method was conducted by finding information related to Banyumas culinary through the official website of Dinporabudpar Banyumas and through other social media. Meanwhile, interviews were conducted by asking several questions about the process of making food and how to market it. In addition, the documents were collected by the author included photos and videos during editing.

The video-making process consisted of three stages including pre-production, production, and post-production. The pre-production stage was the stage before shooting, including the planning and preparation process. The production stage included shooting, and sound recording. In addition, the post-production stage included the editing process. Upon completion, the video was published on the @tourism_banyumas TikTok account. In making culinary video promotions, indeed there were obstacles, one of which was a lot of noise during the voice over recording process of interview with culinary owners. However, a potential solution involved utilizing the noise filter feature during the editing process in Cap Cut.

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RINGKASAN

Laporan praktek kerja ini disusun berdasarkan praktik kerja yang dilaksanakan pada tanggal 19 Agustus – 19 November 2024 di Dinas Pemuda, Olahraga, Kebudayaan, dan Pariwisata Banyumas. Tujuan laporan ini adalah untuk menjelaskan pelaksanaan praktik kerja, proses produksi video promosi dengan *subtitle* Bahasa Inggris, serta kendala dan solusi yang dihadapi selama memproduksi video promosi. Pada laporan ini penulis memilih topik tema yaitu tentang promosi kuliner lokal Banyumas melalui sosial media sebagai salah satu strategi untuk menarik wisatawan. Selain itu, akun media sosial Dinas pemuda, Olahraga, Kebudayaan, dan Pariwisata Banyumas belum mempublikasikan konten tentang topik tersebut dalam Bahasa Inggris.

Dalam pembuatan video promosi ini, terdapat tiga metode yang terdiri dari observasi, wawancara, dan dokumentasi. Metode observasi dilakukan dengan mencari informasi terkait kuliner Banyumas melalui website resmi Dinporabudpar Banyumas dan melalui sosial media lainnya. Sementara itu, wawancara dilakukan dengan mengajukan beberapa pertanyaan mengenai proses pembuatan makanan dan cara pemasarannya. Selain itu, metode dokumentasi yang dikumpulkan oleh penulis antara lain foto dan video selama melakukan penyuntingan.

Proses pembuatan video terdiri dari tiga tahap antara lain pra-produksi, produksi, dan pasca-produksi. Tahap pra-produksi merupakan tahap sebelum melakukan pengambilan gambar meliputi proses perencanaan dan persiapan. Tahap produksi meliputi pengambilan gambar, dan perekaman suara. Selain itu, tahap pasca-produksi meliputi proses pengeditan. Setelah selesai, video dipublikasikan di akun TikTok @pariwisata_banyumas. Dalam membuat promosi video kuliner tentu memiliki kendala, salah satunya adalah banyak suara berisik pada saat proses perekaman sulih suara wawancara dengan pemilik kuliner. Dibalik kendala itu, tentu ada solusinya dengan memanfaatkan fitur penyaring suara pada saat proses editing di Cap Cut.