

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After the job training at the Banyumas Youth, Sports, Culture, and Tourism Office was completed, it was concluded that job training ended successfully. Five culinary promotional videos including; Soto Sokaraja, Mino & Nopia, Jenang Jaket, Mendoan, and Tahu Gecot were produced. Each video was about 2-3 minutes and was presented in portrait format. The videos used a cinematic concept with Indonesian voiceover and English subtitles.

In this final project, the writer used three methods; observation, interview, and documentation. The video production process is structured into three stages. They are pre-production, production, and post production. The pre-production stage involved the planning process conducted before the video shoot begins, including developing the video concept, script writing, and production scheduling. The production stage involved the process of shooting the video and recording the voice. The post production stage involved editing and evaluating the video.

Finally, the completed videos were posted on the TikTok account of Banyumas Youth, Sport, Culture, and Tourism Department (@pariwisata_banyumas). During the production process of the promotional videos, various obstacles were encountered, however, these obstacles were managed to be overcome by implementing several solutions. One of the obstacles was that the writer had difficulty in finding interesting content ideas for the audience. The writer also felt that the ideas that had been created were too commonly used by other creators. The solution to this obstacle was to create content topics regularly based on research from social media and culinary articles and try to create the promotional videos with a unique story behind it

B. Suggestion

After going through the entire video production process, from planning, shooting, to editing, there are some suggestions that can be given so that the results of future promotional videos can be better and maximized.

First, it is important to prepare the video concept thoroughly before shooting. With a clear concept the storyline, the submission style, to the message you want to convey shooting process becomes more focused and does not take a long time because you have to go back and forth the retake. Second, pay attention to details such as shooting equipment, lighting, and sound, and how to make the food look more attractive with the right lighting and clear sound to make the audience comfortable. Third, look for reference from other promotional video on social media, so that the content is not monotonous. Finally, the most important thing is to pay attention to the submission style so that it does not sound ordinary. By paying attention to these things, the promotional video production process in the future can run more smoothly and the results can be more attractive.