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| Name                            | : Rafi Dwandaru                                                          |
| Student Number                  | : J0A022009                                                              |
| Title                           | : Creating Promotional Videos About<br>Dinsospermasdes Banyumas Programs |
| Head of Board of Examiners      | : Gigih Ariastuti P, S.S., M.Hum.                                        |
| Secretary of Board of Examiners | : Rosdiana Puspita Sari, S.S., M.A.                                      |
| First Supervisor                | : Eka Yunita Liambo, S.Pd, M.Hum                                         |
| Second Supervisor               | : Septi Mariasari, S.Pd, M.Hum                                           |

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## SUMMARY

This Job Training report is entitled "Creating Promotional Videos about Dinsospermasdes Banyumas Programs. This report is written based on Job Training carried out in Purwokerto on August 13 to December 31, 2024. The purposes of the job training report is to create a promotional videos about Dinsospermasdes Banyumas programs, to explain the process of the job training at Dinsospermasdes Banyumas, and to explain the various obstacles and corresponding solution about Dinsospermasdes Banyumas programs. This report is to thoroughly describe the implementation of Job Training, the process of making promotional videos with English subtitles, and the obstacles and solutions in making videos in the Dinas Sosial Pemberdayaan Masyarakat dan Desa (Dinsospermasdes).

In preparing this Job Training Report, there are three methods, namely observation, interview, and documentation. Observations were conducted before and during the Job Training, while interviews and documentation were conducted during the Job Training. The three methods were used to carry out Job Training, namely making promotional videos with English subtitles. The resulting video is a promotional video with Indonesian voice over and English subtitles

There were three stages in the process of making promotional video called pre-production, production, and post-production. Determining idea, script writing, storyboard, and time schedule were the preparation stage known as pre-production. Video shooting and voice recording were called production stage, while video editing was the final stage called post-production. There were several obstacles in the process such as the author is not an expert in editing and lack of skills in editing video, the second obstacles was the place to take the video was too crowded and not conducive because the time of the video was taken during working hours, but these obstacles can be solved by way of more mature and structure video production planning. The result of the video was uploaded on social media of Dinsospermasdes Banyumas

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| Nama                     | : Rafi Dwandaru                                                          |
| Nomor Induk Mahasiswa    | : J0A022009                                                              |
| Judul                    | : Creating Promotional Videos About<br>Dinsospermasdes Banyumas Programs |
| Ketua Dewan Penguji      | : Gigih Ariastuti P, S.S., M.Hum.                                        |
| Sekretaris Dewan Penguji | : Rosdiana Puspita Sari, S.S., M.A.                                      |
| Pembimbing 1             | : Eka Yunita Liambo, S.Pd, M.Hum                                         |
| Pembimbing 2             | : Septi Mariasari, S.Pd, M.Hum                                           |

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## RINGKASAN

Laporan praktik kerja ini berjudul "Pembuatan Video Promosi Program Dinsospermasdes Banyumas. Laporan ini ditulis berdasarkan praktik kerja yang dilaksanakan di Purwokerto pada tanggal 13 Agustus sampai dengan 31 Desember 2024. Tujuan dari laporan praktik kerja ini adalah untuk membuat video promosi tentang program-program Dinsospermasdes Banyumas, menjelaskan proses pelaksanaan praktik kerja di Dinsospermasdes Banyumas, dan menjelaskan berbagai kendala dan solusi yang sesuai tentang program-program Dinsospermasdes Banyumas. Laporan ini menguraikan secara menyeluruh tentang pelaksanaan praktik kerja, proses pembuatan video promosi dengan teks bahasa Inggris, serta kendala dan solusi dalam pembuatan video di Dinas Sosial Pemberdayaan Masyarakat dan Desa (Dinsospermasdes).

Dalam menyusun Laporan Praktik Kerja ini, terdapat tiga metode yaitu observasi, interview, dan dokumentasi. Observasi dilakukan sebelum dan selama praktik kerja berlangsung, sedangkan interview dan dokumentasi dilakukan selama praktik kerja berlangsung. Ketiga metode tersebut digunakan untuk melaksanakan praktik kerja yakni membuat video promosi dengan subtitle Bahasa Inggris. Video yang dihasilkan merupakan video promosi dengan voice over Bahasa Indonesia dan subtitles Bahasa Inggris.

Terdapat tiga tahap dalam proses pembuatan video promosi yaitu pra-produksi, produksi, dan pasca-produksi. Penentuan ide, penulisan naskah, storyboard, dan time schedule merupakan tahap persiapan yang dikenal dengan pra-produksi. Pengambilan gambar dan perekaman suara merupakan tahap produksi, sedangkan pengeditan video merupakan tahap akhir yang disebut dengan pascaproduksi. Dalam prosesnya terdapat beberapa kendala seperti penulis bukanlah seorang ahli dalam editing dan kurang memiliki keterampilan dalam mengedit video, kedua adalah lokasi pengambilan video terlalu ramai dan tidak kondusif karena video tersebut diambil pada jam kerja, namun kendala tersebut dapat diatasi dengan perencanaan produksi video yang lebih matang dan terstruktur, hasil video diunggah di media sosial Dinsospermasdes Banyumas.