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| Student Number | : J0A022016   |
| Title          | : Creating Bilingual Promotional Contents<br>at Purbalingga_Memikat Tik-Tok account |
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## SUMMARY

This final report is prepared based on the job training that was conducted at Dinporapar Purbalingga from August 19 - November 19, 2025. The purpose of this report was to explain the implementation of job training, the process making of a promotional video with English subtitle to and Indonesian voice over at @Purbalingga\_Memikat TikTok accounts, as well as the obstacles and solution. The of creating bilingual promotional content was to reach both local and international tourists. TikTok was chosen because it had a very wide audience reach and was used by people of all ages.

In making this Job Training Report, there were three methods, called observation, interview, and documentation. Observations were carried out before and during the job training, while interviews and documentation were conducted out during the job training. These three methods were used to carry out job training, namely making promotional video with English subtitles and Indonesian voice over.

There were three stages in the process of making promotional video called, determining the type of content, adjusting the content to the interests of the audience, and creating content in both Indonesian and English to reach a wider audience. During the activities, the author encountered several challenges, such as limited documentation facilities, lack of experience in creating promotional content, and insufficient data and information about the tourist destinations. However, these obstacles were addressed by using personal equipment, consulting with experienced promotion staff, and seeking additional references from official sources and reliable online media. The resulting tourist destination videos were Karag Hills, Tirta Asri Walik, Purbasari Pancuran Mas, and Immersive Room D'Las Serang, which were uploaded to the Purbalingga\_Memikat TikTok accounts to reach local and international tourists.

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| Judul            | : Creating Bilingual Promotional Contents at Purbalingga_Memikat Tik-Tok account |
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## RINGKASAN

Laporan Tugas akhir ini disusun berdasarkan praktik kerja yang dilaksanakan di Dinporapar Purbalingga dari 19 Agustus - 19 November 2024. Tujuan laporan ini adalah untuk menjelaskan pelaksanaan praktik kerja, pembuatan video promosi dengan subtitle bahasa Inggris dan voice over bahasa Indonesia di akun Tik-Tok @Purbalingga\_Memikat sebagai media promosi wisata, serta kendala dan solusi dalam pembuatan konten promosi dua bahasa tujuannya untuk menjangkau audiens Internasional. Akun Tik-Tok dipilih karena akun ini memiliki jangkauan audiens yang sangat luas dan digunakan oleh berbagai usia.

Dalam penyusunan 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 dan pengisi suara bahasa Indonesia.

Terdapat tiga tahapan dalam proses pembuatan video yaitu penentuan jenis konten, menyesuaikan konten dengan minat audiens, dan proses pembuatan konten dalam dua bahasa untuk menjangkau audiens yang lebih luas. Selama pelaksanaan kegiatan, penulis menghadapi beberapa kendala, seperti terbatasnya fasilitas dan peralatan dokumentasi, kurangnya pengalaman dalam pembuatan konten promosi, serta minimnya data dan informasi mengenai destinasi wisata. Namun, berbagai hambatan tersebut dapat diatasi dengan memanfaatkan peralatan pribadi, berkonsultasi dengan staf promosi yang berpengalaman, serta mencari referensi tambahan dari sumber resmi dan media daring terpercaya. Video promosi destinasi wisata yang dihasilkan yaitu destinasi wisata Karag Hills, Tirta Asri Walik, Purbasari Pancuran Mas dan Immersive Room D'Las Serang yang akan diupload di akun Tik-Tok Purbalingga\_memikat agar menjangkau wisatawan lokal maupun internasional.