**MAKING A VIDEO AS A PROMOTIONAL MEDIA**

**OF LKP IYI PASURUAN**

**A REPORT OF FINAL PROJECT**



**By:**

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**ENGLISH STUDY PROGRAM**

**LANGUAGE, COMMUNICATION AND TOURISM DEPARTMENT**

**POLITEKNIK NEGERI JEMBER**

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**MAKING A VIDEO AS A PROMOTIONAL MEDIA**

**OF LKP IYI PASURUAN**

# A REPORT OF FINAL PROJECT



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Politeknik Negeri Jember

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POLITEKNIK NEGERI JEMBER

LANGUAGE, COMMUNICATION AND TOURISM DEPARTMENT

# 

**MAKING A VIDEO AS PROMOTIONAL MEDIA OF LKP IYI PASURUAN**

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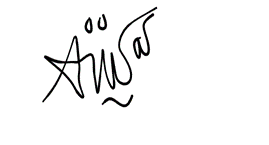
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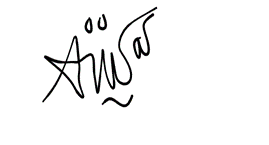
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**MOTTO**

“ Sometimes you find out what you are supposed to be doing and the things you are not supposed to be.”

**(Oprah winfrey)**

**DEDICATION**

I dedicated this final project to my father “Moch. Djoenaidi” and my mother “Riza Aludfianti” and all my family members who have given support, prayers and affection. Also i want to say thankyou because they always encourage and help me to finish this final project. I am very grateful to all of them who always help and are always there to keep fighting, so that I can complete this final project.

**SUMMARY**

**Making a Video as Promotional Media of LKP IYI Pasuruan**, Annisa Shaliha Imtania Maqdis F31180353, 2021, 58 pages, English Study Program, Politeknik Negeri Jember ,Yuslaili Ningsih, S.Pd., M.Pd. (Supervisor).

“Making a Video as Promotional Media of LKP IYI Pasuruan” was the title of this final project which would help LKP IYI in promoting its course programs. LKP IYI does not have promotional media in the form of a video and the writer made a final project in the form of a Promotional Video of LKP IYI. The owner of LKP IYI also needed videos as a media for promoting his business. Beside that, the owner had problems in making the video as a promotional media, and using the video can provide detailed information to visitors about LKP IYI.

Supporting data was needed in the making of this final project. To complete the data the writer took several steps, they are interview, observation, document, and audio-visual activity. The contents of LKP IYI Promotional video is information about the history of the establishment of LKP IYI, the kinds of course program in LKP IYI, the facilities that are available and the price list to take a course in there, the testimonial from the student and the explanation from the owner of LKP IYIthe also available telephone or social media contacts, and maps.

The video was made in a bilingual version, Bahasa Indonesia and English. The duration of this video about 8 minutes. The writer adapted steps from Sunarya (2016) for the procedures of making a promotional video. There were pre production, production, and post production In finishing this project, the writer found many new things especially in terms of editing the video to become attractive. Besides, the writer also improved skills such as speaking and translating, in making this final project the writer was trained to make the correct script and translate it into English with correct grammar.

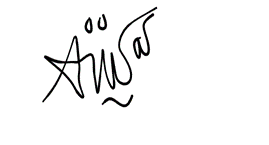
**ACKNOLEGEMNETS**

The writer would like to praise to Allah SWT who has giving His grace and guidance, so the writer can complete the final project entitled “Making A Video as Promotional Media Of LKP IYI Pasuruan”.

The completion of this final project cannot be separated from the assistance of several parties. Therefore, the writer would like to thank all parties including:

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3. Fitri Wijayanti, S.Pd., M.Pd, as the Final Project Coordinator of Language, Communication and Tourism Department, Politeknik Negeri Jember.
4. Yuslaili Ningsih S.Pd, M.Pd., as the supervisor who has advised the writer in conducting this final project
5. Asep Samsudin,S.Pd., M.Li as the second examiner who gave the writer feedback for this final project.
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7. All lecturer and staffs of English Study Program who always gave the writer support in finishing this final project
8. Drs. H. Fauzan Suryantara, MM, as the owner of LKP IYI allow the writer to do her final project in his institution.
9. The whole family who always support the writer to finish this project.]
10. All friends at English Study Program who always supported the writer to finished this final project

Finally, the writer expects that this final project will provide numerous benefits to readers.

 Jember, November 08th 2021

The Writer

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**CHAPTER 1. INTRTRODUCTION**

## Background

LKP (*Lembaga Kursus dan Pelatihan*) or courses are non-formal educational institutions that provide training services to students, so they have the knowledge and skills to develop themselves. According to Fauzi (2018), courses are one of the training institutions for non-formal education. Meanwhile, Solihin (2015) states that a course institution is an institution outside of school that provides lessons and knowledge or skills given in a short time so that the goal of the course institution's graduates would be proficient and skilled in certain fields according to their fields. The learning process is the same as general education, but what distinguishes it is the learning of certain skills in a short time. So the role of LKP is to improve skills, especially for a short period of time outside of school hours so that the goal of course institution graduates is to be competent and skilled in certain fields according to the field being studied. The training provided varies, such as English or foreign language courses, computer courses, subject courses, driving courses, and so on.

Pasuruan is one of the regencies in East Java which has many courses and training institutions. One of them is LKPIndonesian Youth Institute (IYI) which is located in Pasuruan city. They have course programs of English for Kids, Survival English, English for Communication, Conversation Class, English for Spesific Purpose and Bahasa Indonesia course for foreigners. LKP IYI also provides TOEIC, TOEFL and IELTS preparation classes to help customers meet international standards in English. In addition, this institution also organizes courses in computers, and other foreign languages like mandarin, arabic and japanese .

Based on a preliminary study which has been done, the writer got information that LKP IYI has promotional media before. The owner said LKP IYI has brochure, Instagram @lkpiyi, Facebook iyipasuruan and the official Website at iyipasuruan.com as promotional media. Unfortunately, the information on previous promotional media about LKP IYI were not detailed enough because the owner is less active in updating information on social media and the owner also said that LKP IYI did not have a promotional media with a billingual version even though LKP IYI has a class program for foreigners who want to take Bahasa Indonesia courses. While that social media should be more updated, LKP IYI needs other promotional media that can reach the wider community and can be understood by everyone, such as electronic promotional media that contains complete information to attract students to take courses at LKP IYI. The writer proposed to the owner to make a promotional video as an additional promotional media for LKP IYI to be her final project, which is completed by the newest information. By making a promotional video that contains the latest information about this institution, it is expected to be able to increase the viewers interest to take course in LKP IYI.

The writer decides to make promotional videos to introduce and promote LKP IYI. The writer made this video in a billingual version in English and Bahasa Indonesia. This video provided more detailed information about the programs offered at LKP IYI. This video also equipped with an audiovisual explanation so that it would be easily understood by the public. The writer chooses LKP IYI as the object of the final project to assist the owner in promoting their institution and to provide additional types of promotional media. So, LKP IYI would more well-known around the public since this promotional video would give detailed information about the course programms in LKP IYI.

The owner said that the promotional video would be very helpful for his business, it will assist the in providing information to everyone who watch the video. LKP IYI would use this video to promote their institution among school or another institution and this used to promote LKP IYI in education exhibition. So that it can make the target audience like a parents of student interest to provide course for their children. In addition, the information provided on the LKP IYI website, instagram and Facebook need to be updated and should be added by more detailed information such as the course programms, the cost, and the student testimonials.

1**.2 Objective**

The objective of this final project is to make a promotional video as a promotional media for LKP IYI Pasuruan.

## 1.3 Significances

Based on the objective above, the significances of the report and the product of this final project are expected to be useful for some parties:

### 1.3.1 For The Writer

This product would be useful for the writer because she can apply her skill in writing, speaking, and also computer skills when making this product.

### 1.3.2 For LKP IYI Institute

The owner can use the product of this final project as a promotional media to promote LKP IYI Institute.

### 1.3.3 For The Customers

The results of the final project are able to provide detail information about LKP IYI Institute and its products for the customer

### 1.3.4 For Students of English Study Programme

The result of this final project is also expected to become a reference for students who will do a similar final project.

# CHAPTER 2. REVIEW OF LITERATURE

## 2.1 Course and Training Institution (LKP)

LKP *(Lembaga Kursus dan Pelatihan)* is a non-formal educational institution that has a goal such as formal education. The explanation on Laws of the Republic Indonesia number 20 of 2003, explained that: "Courses and training are forms of continuing education for developing students' abilities with an emphasis on mastery of skills, competency standards, attitude development entrepreneurship, and professional personality development”. Then from Dewi (2018) on the website *Dinas Kependidikan Kabupaten Pasuruan*, she writes LKP is one of non-formal education for the public needed such as knowledge, skill, and self-development, job, independent business or to prepare for higher education. Based on the explanation above, It can be concluded that LKP is media to increasing skill and knowledge for many purposes and everyone can choose which one wants to increase.

## 2.2 Promotional Media

A promotional media are tools used to deliver information of certain products to the public using visual communication such as text, drawing and pictures (Riyanto, 2005). Ardhi (2013) also defined promotion as a way to communicate a certain product promoted. Furthermore, Sudayat (2012) as cited in Amaliah (2015) stated that promotion is a communication from a seller to informing, persuading and reminding potential buyers of a product to influence their opinions or to get a response. From some definitions explained above, it could be summarized that promotional media is a tool for giving the information of a certain product or service offered by the owner to attract the customer's interest by using visual communication.

## 2.3 Types of Promotional Media

There are some kinds of promotional media. According to Kasali (1992) as cited in Atikasari (2015), a promotional media are classified into four types, they are printed media, electronic media, outdoor media, and lower line media.

1. Printed Media

Printed media is a static medium that prioritizes messages with several words, images in both colour or black and white such as newspaper, magazine, brochure, booklet, etc.

1. Electronic Media

Electronic media is a medium with electronic technology that only can be used if there is a broadcast transmission service only such as television and radio. c. Outdoor Media

Outdoor media is an advertising medium that is used in public places, such as on the roadside. Examples of this kind of promotional media are billboards, posters and banners.

d. Lower Line Media

Lower line media is minor media which is used for advertising products. The types of lower line media are exhibition, direct mail, point of purchase, and calendar.

In addition, Tinarbuko (2009), as cited in Aftani (2015), divided promotional media into two categories. They are above the line and below the line.

1. Above the line

Above the line advertisement is a form of socialized advertising that uses visual communication media. Newspapers, magazines, tabloids, radio commercials, television, movies, the internet, mobile phones, and video are several examples.

b. Below the line

Below the line advertisement is socialized advertising that does not use mass media or electronic devices. The media used include printed advertisements: posters, brochures, merchandising: book, cloth, keychain.

Based on the explanation above, it can be concluded that promotional media can be divided based on several categories. We can use one of them as a medium in which based on our needs. For the product of this final project, the writer made an electronic media in form of a promotional video as promotional media of LKP IYI Pasuruan.

## 2.4 Promotional Video

According to oxford dictionary, video is a recording of moving visual images made digitally or on videotape. According to Degey (2016 : 9) [21] promotional videos are videos that are used to promote something. By using promotional video, the customer would be easy to know about the condition of the place. Indriani and Nugroho (2014) mention that the video not only gives information by using picture but also the information by using recording and the real condition of the object that presented with audiovisual. Promotional video is effective medium because it is not only present visualization but also visualization of images, sounds, movements and visualization of experiences (Nastiti and Ramadhani, 2013). It can be concluded that promotional video is a promotional media of the company in the form of moving images with sounds and text recording that contain a piece of short and clear information about the company. By using promotional videos, people would be easier to see the object without having to come, because everything has been shown and explained in the video. The combination of images and sound can make promotional videos even more attractive.

## 2.5 The Procedures of Making Promotional Video

In making promotional video, the writer should follow several steps. There are two procedures that writer can uses in making a promotional video there are from Sunarya (2016) and Maryati and Purnama (2013).

### 2.5.1 The Procedures From Sunarya (2016)

According to Sunarya (2016), the procedure of making a Promotional Video there are 3 steps, preproduction, production, and postproduction.

1. Preproduction

Preproduction is the step where the concept is made. It starts from adding the systematic idea, then followed by making the synopsis, scriptwriting, storyboard, schedule, and setting the tools.

2. Production

Production is the process of taking pictures or shooting videos based on the scenario, script, and storyboard made with cooperation between the

player and crew.

3. Postproduction

Postproduction is the process of finishing the video until it becomes a complete video and able to convey a story or message to the audience.

### 2.5.2 The Procedures From Maryati and Purnama (2013)

### Another procedure is proposed by Maryati and Purnama (2013) there are six steps in making promotional video. The procedures of making video are designing, shooting, capturing, editing, rendering, and finishing.

1. Designing Video

Designing video is a process of making story board, script, schedule, and calculate the cost,

1. Shooting

Shooting is a process to taking picture and sound,

1. Capturing

Capturing is a process to transfer the data like picture, video and sound from camera to the computer,

1. Editing

Editing is an activity to edit all of the data using some software,

1. Rendering

Rendering is a process to save the video that has been edited,

1. Finishing

Finishing is a process to burn the video.

From that statement, it can be concluded that in making a video the writer should follow several steps such as, providing ideas and concepts, preparing the data, the process to edit the video and the process to finish that video.

Based on the explanations about the procedures, it can be concluded that the two procedures above almost have the same sequence. However, the procedure stated by Sunarya (2016) was more simple and detailed in explaining the phases in each steps. Therefore, the writer chooses to use the three steps of making a video proposed by Sunarya (2016) that consists of three main steps: pre-production, production, and post-production.

## 2.6 Billingualism

According to Nordquist (2018), Bilingualism is the ability of individuals or members of the community in using two languages effectively. In the field of promotion, Heriyanti (2013) stated that the use of bilingualism especially English as the foreign language in the promotion is considered more effective in communicating between the producer and the customer because English is a global language which most people around the world learn about it.

The writer made a promotional video in two languages using English and Bahasa Indonesia. The use of bilingual promotional video purposes to promote and attract both local and foreign customer.

# CHAPTER 3. METHODS

## 3.1 Short Description of the Product

The product of this final project is making a promotional video of LKP IYI Institute Pasuruan. The duration of this promotional video is approximately 9 minutes. This promotional video contains some information about LKP IYI. The video made in billingual version, English supported by subtitle in Bahasa Indonesia. The narration in this video delivered by the writer voice to explain the content of this video. This video consisted of three parts, there are opening, content, and closings with an interesting effect in each video transition. In the opening, the video presented the front view and the location of LKP IYI and the iconic places in Pasuruan city. Furthermore, the history, achievements, partnership programs and learning method delivered by the owner of LKP IYI. The content presented the courses program, facilities, and activities in LKP IYI. For the closing part, the video showed motto, vision and also the Contact Person, Social media (WhatsApp and admin number). In addition, the video showed the short clip testimonial of the students who take the course in LKP IYI. Hopefully, this video company profile could attract new customers to courses in LKP IYI.

## 

## 3.2 Location and Duration

The location of this final project is in LKP IYI Pasuruan at Jl. Untung Suropati No. 23, Pasuruan city. The process of making this final project conducted around 9 months. The duration starting from February 2021 to November 2021.

## 3.3 Tools and Materials

In the process of making a video as promotional media of LKP IYI, the writer used several tools and materials.

### 3.3.1 Tools

a. Camera and stabilizer

The used of camera here is for capturing objects to be used in the video or for taking pictures and videos of LKP IYI. Camera that used was Canon M3 with camera specifications that have lenses: 16-50mm stm, Memory: sandisk 32 extream Stabilizer: Feiyu G6 Plus.

1. Drone

Drone would be used to take the overview of Pasuruan city and LKP IYI. The Drone that used was Dji Sparle.

1. Computer

Computer here used for making concept and content of the product. It also used for editing the product. The computer used was ASUS ROG Strix III G531gt which has a CPU core I7 .

1. Handphone

Handphone here used for recording the audio and the information needed in interview process

1. Pen and Notebook

The pen used here is for taking notes about the information needed in Interview process and also in observation process.

1. Software

Software that would be used to edit the video are Premiere Pro and Sony Vegas Pro 12.

### 3.3.2 Materials

The material in making the promotional video is the result of an in-depth interview, observation, documentats, and audio-visual materials which is going to be about the information of LKP IYI.

## 3.4 Data Collecting Method

In making a video company profile, the writer needs supporting data to support this final project complete. According to Creswell (2008), there are four methods of data collection. They are interview, observation, documents, and audiovisual material.

### 3.4.1 Interview

The first step to collect data was interview. In this step the writer interviewed the owner of LKP IYI, the writer asked several questions related to LKP IYI such as history, vision and mission, motto, kinds of courses, the cost of courses, the achievements that have been obtained by LKP IYI and contact person of LKP IYI. The question list can be seen on Appendix 1.

### 3.4.2 Observation

The second step to collect data was observation. The observation conducted in LKP IYI located in Pasuruan city. The writer observed the location, course program provided, facilities and the learning activities in LKP IYI Pasuruan. The writer observed by using an observation sheet, which can be seen on Appendix 2

### 3.4.3 Documents

### The third step in collecting data was documents. The writer collected information from previous promotional media such as Facebook, Instagram, and also the official website owned by LKP IYI. Some of the photos and videos that the writer showed the activities at LKP IYI documentation.

### 3.4.4 Audio visual Material

The last step is audio-visual material. In this step, the writer hires someone to take videos and some pictures related to learning activities in LKP IYI, the facilities provided, the staff of LKP IYI, the documentation of achievements that have been obtained by LKP IYI and also student testimonial.

## 3.5 The Procedure of Making a Promotional Video

In making a promotional video for LKP IYI Institution, the writer adapted the procedure from Sunarya (2016) because the procedure is simple and detailed. These procedures included pre production, production, and postproduction

### 3.5.1 Pre Production

1. Determining Idea

In this part, the writer started with the idea. The writer wrote any points that are used as material in the video.

1. Synopsis

In this part, the writer was developed the idea to become a synopsis.

1. Scriptwriting

In this part, the writer wrote the scriptwriting. The video explains about LKP IYI in detail and had been written with two different versions which were Indonesian and English. Before writing the script, the writer read the data and information on the interview and observation results. In the second step, the writer compiled the contents of the video. In the third step, the writer wrote the script in Indonesian version first and gave it to the owner to check the content of the script, after that the writer translated it into english and the translation script gave to the supervisor to check the grammatical errors. The writer revised the script based on the supervisor’s feedback. In making a video for this final project, the writer applied her bilingual skill in making the product of this promotional video. The audio in English by using the writer’s voice and it was supported by subtitles in Bahasa Indonesia.

1. Creating a Storyboard

After the script was done, the writer started to make a storyboard. After

writing the storyboard, the writer gave the storyboard to the supervisor and the owner of LKP IYI Institute to check the content. If the storyboard was right, the writer gave it to the cameraman. The storyboard would be a guide for the cameraman in the process of shooting.

1. Schedule

Before shooting, the writer made a schedule first. The writer adjusted the schedule of the owner and cameraman.

1. Setting the tools

In this part the writer hired someone to take a video and edit the video. The cameraman prepared tools such as a camera, stabilizer and drone.

### 3.5.2 Production

In this step, the writer and the cameraman started taking a video. The shooting would be based on the storyboard and script that has been made in the pre-production step. In the process of taking a video, the writer devided some scenes, these are :

* 1. Opening

In this scene, the writer showed the overview of Pasuruan city and and showed a front view and also the location of LKP IYI. Besides that, the writer also add the the scene of LKP IYI owner to deliver the achievement, learning method, partnership programs and history of LKP IYI establishment.

b. The Content of the Video

In this scene the writer showed each course programs of LKP IYI. Besides, the writer showed the learning activity while facilities in LKP IYI.

c. Closing

In the last scene, the video showed motto, vision and give information about the cost to take course in LKP IYI and the contact information such as social media, contact person, and telephone number. Also, the writer showed the short clip testimonial of the students who take the course in LKP IYI

### 3.5.3 Postproduction

In the last step after taking a video, the writer and the editor started editing the video. The writer recorded her voice based on the script which has been made. After that the editor combined all the writer recording and started to edit the video edit video based on the writer’s direction, before that both video and image materials are set into the folder and given names. Next was started editing the video. Before burning the video, the writer gave the product to the owner of LKP IYI and the supervisor. The supervisor checked between Source Language (SL) and Target Language (TL) whether it is suitable or not. Meanwhile, the owner checked the content of the video. If It is right the writer burnt the data from the computer to DVD-RW. After that the writer distributed the product to the owner of LKP IYI, to supervisor, examiners and also Politeknik Negeri Jember.

**CHAPTER 4. RESULT AND DISCUSSION**

**4.1 Result**

4.1.1 The Result of Data Collecting Method

There are four activities that the writer has done in the collecting data process: here are interview, observation, document, and audio-visual.

* + - * 1. Interview

Interview was one of data collecting methods used in this product. Before doing an interview, the writer made a list of questions first. The writer interviewed Drs.H. Fauzan Suryantara, MM as the owner of LKP IYI to get the data that was needed. When conducting the interview, the writer followed the health protocol for Covid-19 pandemic. In this step, the writer asked several questions about history and establishment of the institution, vision and mission, motto, kinds of class, facilities, the cost, and learning activities in LKP IYI.

First the writer asked about the history and establishment of LKP IYI. The owner said LKP IYI was established in 1988 and started this business with instructors and only 10 students in that year. The owner said that when LKP IYI was first established it was called Indonesian Youth Institute, but from 2001 it was called IYIbecause the government did not agree with the name of the institution in English. At that time also, LKP IYI had branch offices in Surabaya, Malang, and had its head office in Pasuruan. However, in 2004 LKP IYI only had one institution in Pasuruan.

Second, the writer asked about the motto, vision and mission of the company. The owner said that the motto is "Knowledge is the key to open the world". For the vision is “The realization of qualified, competitive and caring people in the realization of an education-conscious society based on faith and piety“ and the missions are:

1. Provide quality and enjoyable educational services
2. Improve educational resources and qualified graduates and highly competitive
3. Build partnership with government or private institutions and the business world/industrial world.
4. Increase faith and obedience to almighty god.

Third, the writer asked about the kinds of course programs. The owner said that the course programs was divided into 2 categories, those are regular class and private or in house training class. For regular class only covers English Class there are English For Kids, Survival English, English For Communication and Advanced Communication and it’s conducted at LKP IYI itself. This program is available from kindergarten, elementary school, junior high school, until senior high school students. While for the private or in house training class include English Course, Computer Courses, Bahasa Indonesia Course for Foreigners, and other foreign languages Course that include Arabic, Japanese and Mandarin . The private class can be conduct at LKP IYI, at the participant’s house or at the institution depending on the package that participant’s took. The students who are available take this program are senior high school student, college students or employees

Fourth, the writer asked about the facilities. The owner said that in LKP IYI has several facilities such as a comfortable classroom, computer room, waiting room, parking area, prayer room, toilets , and mini library.

Fifth, the writer asked about the cost. The owner said that the registration fee is 200.000 rupiah. Regular class consists of 8 to 16 students and the cost starts from 510.000 rupiah for three months and 1.870.000 rupiah per year. Next is private class consists of 1 to 5 students and the cost starts from 1.000.000 rupiah until 5.000.000 and the cost of private courses depending on how many participants in the class and how many meetings are taken.

Sixth, the writer asked about the learning method. The owner said that LKP IYI always gave an easy and fun learning method, this is because it makes it easier for students to capture the learning material. The instructor in LKP IYI always applyies the active interaction, games and fun learning in teaching and learning activity.

Seventh, The writer asked about the achievement of LKP IYI. The owner said LKP IYI has received awards. from Institution accreditation of Directorate Course and Training Development at the National Level, English Learning Program Accreditation from National Accreditation Board for Non-Formal Education, Board for Non-Formal Education in east Java as Top 3 of outstanding LKP at the national level in the field of vocational pilots and,

awards from the Mayor of Pasuruan in seminars and IT exhibitions.

Eight, the writer asked for a contact person and social media which can be contacted by the customers. The phone number of LKP IYI was 0343 – 421033 and the Whats App number was 081230000336 and Instagram @Lkpiyi. The complete list of interview questions could be seen in appendix 1.

* 1. Observation

The second of data collecting methods was observation. It is the same with the interview, the writer also observed the list and came to LKP IYI directly. The observation was carried out during the pandemic and LKP IYI was not as crowded as before because of some students in online learning. First, The writer observed the instructor’s teaching activity in delivering the material. Then the student are given s task related the material, there are writing and speaking tasks and after that they are discuss together

Second, the writer did observation of the facilities. LKP IYI provided several facilities for the students, staff, and the teacher such as comfortable classrooms, toilets, prayer room, computer room, waiting room, parking area and mini library. All facilities are in good condition and a comfortable learning room.

Lastly, the writer observed the location of LKP IYI. It was located in Jl. Untung Suropati No. 23 Pasuruan city. The complete observation checklist could be seen in appendix 2.

* 1. Documents

The third data collecting method was documents. In this step, the writer also collected documents in the forms of activity, the process of teaching and learning from LKP IYI documentation such as the photo of partnership programs activity and Bahasa Indonesia course for foreign people because the class is currently not available. Beside that, In this method the writer took photos and videos that are available in the internet, like the video of the LKP IYI location was taken from Google earth by doing screen recording. Also, the writer checked the content of the Facebook and website as a previous media promotion from LKP IYI. The documents that the writer got from Facebook and Instagram are used as the content of the video, such as the contact person, and some photos.

* 1. Audio Visual-Material

The last method was audio-visual material. The writer and the cameraman came directly to LKP IYI to take some pictures and videos. The audio-visual materials taken are learning activityies and facilities. In the learning activity, the writer and the cameraman shot the teaching and learning process in some class. Besides, the writer and the cameraman took shots about the facilities that were provided there. In addition, the writer was a voice narrator for this promotional video, she recorded her voice and inserted it into the video.

4.1.2 Process of Making a Promotional Video

In the process of making a promotional video, the writer adapted the procedures by Sunarya (2016). Those procedures included pre production, production, and postproduction

* + - 1. Preproduction

In this step, the writer did some activities such as making an idea, synopsis, scriptwriting, storyboard, schedule, and setting the tools.

1. Idea

In this activity, the writer created the concept and wrote the points of the video. The concepts are the opening intro, the overview of Pasuruan City, the front view of LKP IYI and the explanation from the owner of LKP IYI regarding the history of the establishment, partnership program, achievement and learning methods. For the content of the video, the writer’s give the course programs and learning facilities. In the closing part, the writer’s give the motto, vision, the cost and the contact person. The writer’s also add the testimonial from some IYI students.

1. Synopsis

After making an idea, the writer developed it into synopsis. The writer explained each idea that was used to make a script.

1. Scriptwriting

The first step that the writer took was making a script in Indonesian and giving it to the supervisor first to check the content and the grammatical errors. The writer provides the script to the owner to consult the accuracy information contained in the video narration. The owner corrected several points such as, adding the sentence, changing the sentence, and correcting the cost of the course program and the learning program in LKP IYI. After that the writer revised it and translated it into English and submitted it to the supervisor to be corrected. From the script, the writer got feedback from the supervisor regarding the use of non-standard words, grammatical errors, and the missspelling of words.

Table 4.1 The example of feedback from the Supervisor

|  |  |
| --- | --- |
| Before Revising | After Revising |
| *Suasana kota pasuruan yang nyaman menjadi pilihan yang sempurna untuk belajar, berproses dan mengembangkan diri.*  *Kota yang dijuluki “Kota Santri“ dan “kota Religi” ini ini akan memberikan kesan yang istimewa bagi masyarakatnya.*  ***Siapapun akan jatuh hati dengan kota ini.***  The students who take this program from elementary school, junior high school until senior high school.  The second is Private class. **For the private class usually only consist 1 until maximum 5 students per each class.**  **For the private class usually only consist 1 until maximum 6 students per each class.**  **LKP IYI also reliable and experienced teaching instructors**. They are accustomed to being creative **in creating have fun teaching and learning activities. This teaching spirit is one of the benchmarks for for student success in learning.** | *Suasana kota pasuruan yang nyaman menjadi pilihan yang sempurna untuk belajar, berproses dan mengembangkan diri.*  *Kota yang dijuluki “Kota Santri“ ini ini akan memberikan kesan yang istimewa bagi masyarakatnya.*  this program are available for the **kindergarten,** elementary school, junior high school until senior high school student.  The second is Private class or in house training class**, It is provided for 1 up to 5 students in each private class.**  **The second is Private class or in house training class, It is provided for 1 up to 6 students in each private class.**  LKP IYI has competent and experienced teaching instructors**.** They are accustomed to being creative in implementing fun teaching and learning activities. This teaching spirit is one of the benchmarks for student learning success |

After being checked by supervisor, the writer showed it to the owner. The owner asked the English script also. The owner gave some feedback like the writer should change some words and change the cost.

Table 4.2 The example feedback from the owner

|  |  |
| --- | --- |
| Before Revising | After Revising |
| *Kota yang dijuluki* ***“Kota Santri“*** *ini akan memberikan kesan yang istimewa bagi setiap orang.*  One of them is the IYI Center for Science and Technology course and training institution which is located at Jl Untung Suropati No. 23 Pasuruan City. Become the institution of choice and will provide the best learning tools to support your success  The cost of studying at LKP IYI **starts from Rp. 2,000,000 – Rp. 5000.000 per package for 8x meetings. Setiap program memiliki harga yang berbeda tergantunng berapa pertemuan yang di ambil dan berapa jumlah peserta yang ada di dalam kelas.** | *Kota yang dijuluki* ***“Kota Madani“***  *ini akan memberikan kesan yang istimewa bagi setiap orang.*  One of them is LKP IYI House of Science and Technology **that is located at Jl Untung Suropati No. 23 Pasuruan City.** **LKP IYI has been established for 33 years and is known as the best science and technology course or institution in Pasuruan city from time to time.**  The cost of studying at LKP IYI **for regular classes starts from Rp 510.000 per 3 months until Rp 1.870.000 per year and for private classes or in house training start from Rp 1.000.000– Rp. 5.000.000. Each private program has a different cost depending on how many meetings are taken and how many participants in the class.** |

1. Storyboard

After revising the script, the writer started to make a storyboard. the information in the storyboard about scenes, visualization, duration, and description. The scene defines the location of the video that was taken, the visualization contained the pictures of video which was taken by screen capture, the duration defined as the time needed, and the last is description which defines about the pictures that the writer tried to describe. Based on the storyboard, the video lasted more than 9 minutes.

1. Schedule

After the script and the story board are fixed, the writer asked to the cameraman and the owner when they have the time to take videos. Afterwards, the writer adjusts the time of the cameraman and the owner. When the time was fixed, the writer and the cameraman went to LKP IYI to take the videos.

1. Setting the tools

Before going to the LKP IYI the cameraman set up the tools that were brought to take a video. The camera used was Canon M3 and the Stabilizer was Feiyu G6 Plus. In this video the writer also used a drone to take the overview of Pasuruan city and LKP IYI building. The Drone used was Dji Sparle. In addition, the writer used the voice recorder application to record the narration of the script.

* + - 1. Production

In this step, the writer and the cameraman started taking pictures and videos. In the opening scene, the writer showed the activity related to LKP IYI scene for the intro. After that the writer showed some iconic places of Pasuruan, after that the writer showed front view of LKP IYI, and the location of LKP IYI by using Google Earth. The history, partnership program, the achievement and the learning method was explained by the owner in the opening scene. After that in the content followed by the writer’s voice explaining about the course program that was provided, the kinds of classes, and the facilities. In the closing scene, the writer gave information about the motto and vision, the cost, contact person, complete address of LKP IYI and testimonial of the students and the words to persuade the audience to take the course in LKP IYI.

* + - 1. Post Production

The last step was post production, the writer hired someone to edit this video and directed by the writer. Before starting to edit the videos, videos and dubber’s voice materials set into the folder and named. Next started editing the video. The editor used Adobe Premiere pro to edit the video like combine the video, gave transition, and back sound music. After that, the editor input the dubber audio and gave the subtitle in Bahasa Indonesia by using the same software. After the video finished, the writer gave it to the supervisor and the owner. The Supervisor checked between Source Language (SL) and Target Language (TL) whether it is suitable or not and the video appropriate with the script or not. The owner checked the content of a video suitable or not with LKP IYI. When the video was fixed, the writer burnt the video to DVD RW and sent the link of video in Google Drive and distributed it to the owner and English Department.

The writer had the strengths, weaknesses, and challenges in the process of making the final project.

* + 1. Strength

In doing this final project the writer had the strength to build good communication with the owner; the writer was able to apply the communication skill that the writer learned in her campus.

* + 1. Weaknesses

The writer’s difficulty in making this product was on the writing technique and grammar. For this problem the writer learnt more about the writing technique and the grammar. the writer also encountered several problems when operating the application. For this reason, in the process of making this product, the writer hired an editor to edit the video according to the writer’s concept. Besides that, the writer also has difficulties in pronounceing some words when recording the dubbing. The writer used dictionary application like Merriam Webster’s to help understand how to speak the word properly.

* + 1. Challenge

The challenge during the process of making this video is the accuracy in creating and translating information from the text from the video content. Therefore, the process also requires skills in determining the right content so that later it can be enjoyed by the audience. The writer hopes that this video can provide the information needed by the audience.

* 1. **Product**

The product that the writer made was video. The video is expected to be useful for LKP IYI P. The duration of the video was more than 9 minutes. The video was divided into three parts; opening, content, and closing. In the opening, the information given was the location, history of establishment, partnership program, achievements, and learning method of LKP IYI. Next is content, the information given was the courses that provided the learning activities, the kinds of class and the facilities. Lastly, in the closing the information given was the motto and vision, the cost, contact person LKP IYI and also the testimonial of LKP IYI student. Each scene is supported by video that is appropriated with the script. The resulting of the video ready to be distributed to supervisor, examiners, English Study Program, the library of Politeknik Negeri Jember, and the owner of LKP IYI.

**CHAPTER 5. CONCLUSION AND SUGGESTION**

* 1. **Conclusion**

The final project entitled “Making a Video as Promotional Media of LKP IYI Pasuruan” has a purpose to introduce and promote. This video can be used to help audiences find out detailed information about LKP IYI. LKP IYI is one of course and training institution located in Pasuruan city east java. This course and training provided courses such as English, Computer, Mandarin, Japan, Arabic and Bahasa Indonesia course for foreign people. In this video, the audio in English and subtitle in Bahasa Indonesia. The duration of video was 8 minutes.

While doing this final project, the writer can learn useful things. In the data collecting method, the writer learnt about how to make and maintain good communication with other people. In script writing, the writer learn how to write the good script, how to arrange the sentences to be a good sentence, and the kinds of information that necessary to include in the script. In making a storyboard, the writer learnt how to make a good storyboard, so it can be easier when editing. Next in dubbing, the writer learnt how to pronounce the word properly. Last in editing the video, the writer learnt how to make a good video.

* 1. **Suggestion**

After completing this final project, the writer has suggestions for LKP IYI and English Study Program of Politeknik Negeri Jember.

* + 1. Suggestion for LKP IYI

The writer suggests LKP IYI can optimally use this video as a media for promoting their company by distributing this video to the target audiences.

* + 1. The English Study Program of Politeknik Negeri Jember

The writer suggests providing more information about the editing video in computer subjects, such as providing the material and techniques in editing, maybe using Adobe Premier pro or other editing video applications. So, it is expected can help the student to have more skilful in editing video and make it easier for students who will make video product as the final project.

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## Appendix 1. Question List of Interview

**Question List of Interview**

Interview: The owner of *Lembaga Kursus dan Pelatihan* IYI

Place: *Lembaga Kursus dan Pelatihan* IYI Pasuruan

* + - 1. *Bagaimana sejarah berdirinya LKP IYI ?*

*LKP IYI berdiri sejak tahun 1988 dengan nama Indonesian Youth Institute. Pada saat itu pemerintah kota Pasuruan menyarankan agar mengubah nama instansi ini ke dalam Bahasa Indonesia dan jadilah LKP IYI Sentra Ilmu dan Teknologi pada tahun 2001 dengan memiliki 2 instruktur dengan 10 siswa program kursus Bahasa Inggris. Pada tahun 2001 LKP IYI memiliki cabang kursus di Malang dan Surabaya dan berkantor pusat di Pasuruan. Namun pada tahun 2004 LKP IYI hanya memiliki satu instansi yaitu di kota Pasuruan.*

* + - 1. *Apa motto, visi dan misi LKP IYI ?*

*Motto dari LKP IYI adalah* "Knowledge is the key to open the world" *dan visi dari LKP IYI yaitu Terwujudnya insan yang berkualitas, kompetitif dan peduli dalam perwujudan masyarakat sadar pendidikan berdasarkan iman dan taqwa”.*

*Misi LKP IYI*

1. *Memberikan pelayanan pendidikan yang berkualitas dan menyenangkan*
2. *Meningkatkan sumber daya pendidikan dan lulusan yang berkualitas serta mempunyai daya saing tinggi*
3. *Membangun kemitraan dengan instansi pemerintah/swasta dan dunia usaha/dunia industri (DU/DI)*
4. *Meningkatkan keimanan dan ketaqwaan Terhadap tuhan yang maha esa.*
   * + 1. *Program Kursus apa saja yang ada di LKP IYI?*

*Di LKP IYI sendiri ada 2 kategori kelas yaitu kelas regular dan privat atau* in house training class*. Untuk kelas Reguler meliputi kelas* English For Kids, Survival English, English For Communication and Advanced Communication*. Kelas ini dilaksanakan di LKP IYI secara langsung. Kelas ini bisa diikuti untuk siswa dari taman kanak kanak, siswa sekolah dasar, SMP hingga SMA. Untuk kelas privat* atau in house training *meliputi* ConversationClass, TOEFL/TOEIC/IELTS Preparation Class dan English for Spesific Purpose Class. English for Spesific Purpose class *merupakan kelas khusus sehingga materi yang diberikan dan komposisi pembelajarannya disesuaikan dengan kebutuhan dari pihak peserta seperti untuk persiapan ujian, UNBK atau materi pelajaran bahasa Inggris. Selain program bahasa Inggris LKP IYI juga menyediakan kursus privat lainnya seperti kursus komputer, kursus bahasa asing yang meliputi Bahasa Arab, Bahasa Jepang, dan Bahasa Mandarin, serta program kursus Bahasa Indonesia untuk orang asing. Untuk kelas privat atau in house training bisa dilaksanakan di LKP IYI, di rumah peserta atau di perusahaan tergantung dengan paket yang diambil oleh peserta. Program ini bisa diikuti mulai dari siswa SMA, mahasiswa, hingga karyawan.*

* + - 1. *Fasilitas apa saja yang tersedia di LKP IYI?*

*Fasilitas disini cukup lengkap dan memadai ada ruang kelas ber ac dan dilengkapi dengan LCD, ruang komputer , toilet, musholla, ruang tunggu, tempat parkir dan perpustakaan mini.*

* + - 1. *Berapa biaya kursus di LKP IYI ?*

*Untuk biaya kursus sendiri harganya macam-macam tergantung kelas apa dan berapa pertemuan yang diambil. Untuk kelas regular itu bisa di bayar mulai 3 bulan untuk12 kali pertemuan harganya mulai dari 510.000 rupiah. Untuk kelas privat juga terbagi menjadi 2 privat umum atau instansi. Untuk kelas privat umum harganya mulai dari 1.000.000 per orang untuk 3 bulan atau 12 kali pertemuan. Untuk paket instansi atau in house training minimal 1-5 orang dalam kelas dengan harga mulai dari 3.000.000 untuk 2 bulan atau 8 kali pertemuan.*

* + - 1. *Apa methode pembelajaran yang diterapkan di LKP IYI?*

*Metode belajar di LKP IYI sangat sederhana yang penting siswa mudah memahami materi dan enjoy dalam belajar. DI LKP IYI ada 3 metode* pembelajaran dasar yaitu active interaction, games, and fun learning.

* + - 1. *Penghargaan apa saja yang pernah didapatkan LKP IYI?*

*LKP IYI memiliki banyak prestasi, selain prestasi yang didapatkan oleh instructurnya LKP juga mendapatkan berbagai penghargaan seperti :*

*a.hasil penilaian kinerja Lembaga Kursus dan Pelatihan tahun 2013 dari Direktorat Jendral Pendidikan Anak Usia Dini, Nonformal, dan Informal.*

*b. Akreditasi Program Belajar Bahasa inggris dari Badan Akreditasi Nasional Pendidikan Non Formal,*

*c. Dinas pendidikan pada bidang pendidikan nonfromal sebagai Juara 3 Lomba apresiasi LKP Berprestasi tingkat nasional*

*d. hingga Penghargaan walikota Pasuruan dalam acara seminar dan pameran IT ,*

*8. Adakah Nara hubung yang dapat dihubungi jika ingin bergabung LKP IYI? LKP IYI dapat di hubungi melalui admin di No. Telp0343-421033 atau Whatss App di 0812300000336. Atau bisa melalui akun Instagram* @lkpiyi

**Appendix 2. Observation Sheet**

|  |  |  |
| --- | --- | --- |
| **No** | **Observation** | **Description** |
| 1. | Location | LKP IYI located in Jl.Untung Suropati No.23, Purworejo Sub-District, Pasuruan City, East Java. |
| 3. | Learning activities | the instructor explains the material based on the student workbook that is provided by LKP IYI. the instructor was explaining details and was making interaction with the students after that students are asked to answer questions and then discussion will be carried out in class by appointing students one by one. |
| 4. | Facilities | LKP IYI provides so many facilities that can support learning such as classrooms, toilets, prayer room, administration room, waiting room, mini library, and parking area. |
| 5. | Course program | LKP IYI devides the course program into two categorize. There are regular and private class or in house training class. For regular class in English course that contains English For Kids, Survival English, English For Communication, and Advanced Communication. Private class include English For Specific Purpose Class, Conversation Class and TOEFL/TOEIC/IELTS preparation class. Besides English learning program, for the private class provide the general class like Computer, and Foreign Language Course like Japanese, Mandarin and Arabic, Bahasa Indonesia Course for foreign people |

**Appendix 3. Storyboard of Promotional Video LKP IYI**

**Opening**

|  |  |  |  |
| --- | --- | --- | --- |
| Scene | Visualization | Duration | Description |
| 1 Intro |  | 00:00:01 - 00:00:50 | Opening scene  Location : LKP IYI, Pasuruan City |
| 2 |  | 00:00:55 - 00:01:15 | showing the iconic places in Pasurun city |
| 3 # taking the material from Google Earth |  | 00:01:17 - 00:01:25 | Showing the location and complete addresss of LKP IYI |
| 4 |  | 00:01:27 -00:01:50 | Showing the overview of LKP IYI building |
| 5 |  | 00:01:55 - 00:04:25 | Showing the explanation from the Owner or director of LKP IYI |

**Content**

|  |  |  |  |
| --- | --- | --- | --- |
| Scene | Visualization | Duration | Description |
| 6 |  | 00:04:30 - 00:04:47 | Random Scene related Activity in LKP IYI to explain the courses categorize |
| 7 |  | 00:04:53 - 00:04:55 | showing the English for Kids Class |
| 8 |  | 00:04:56 -00:04:57 | Showing Survival English Class |
| 9 |  | 00:04:57 - 00:04:58 | Showing English for Communication Class |
| 10 |  | 00:04:59 -00:05:00 | Showing Advanced Communication Class |

|  |  |  |  |
| --- | --- | --- | --- |
| 11 |  | 00:05:02 - 00:05:10 | Showing The students categorize for Regular Class |
| 12 |  | 00:05:13 - 00:05:20 | Showing the second Categorize class (Privat Class) |
| 13  #Video by IYI documentation |  | 00:05:21 -00:05:30 | Showing the class place of the class can conducted |
| 15 |  | 00:05:36 -00:05:37 | Showing the learning activity of English for Specific Purpose Class |
| 16  #Photo By IYI documentation |  | 00:05:38 - 00:0541 | Showing the photo documentation of TOEFL/TOEIC and IELTS pre Class |
| 17 |  | 00:05:29 - 00:05:52 | Showing Computer Class |

|  |  |  |  |
| --- | --- | --- | --- |
| 18 |  | 00:0553 -00:05:57 | Showing the diagram kinds of foreign language course |
| 19  #Photo by IYI documentation |  | 00:05:58 -00:06:02 | Showing the photo of Bahasa Indonesia Course for foreign people learning activity |
| 20 |  | 00:06:15 -00:06:21 | Showing the Facilities |
| 21 |  | 00:06:22 - 00:06: 23 | Showing the Classroom condition |
| 22 |  | 00:06:24 - 00:06: 25 | Showing the Computer room condition |

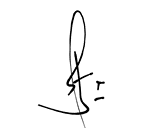
|  |  |  |  |
| --- | --- | --- | --- |
| 23 |  | 00:06:26 - 00:06: 27 | Showing the Administration room condition |
| 24 |  | 00:06:28 - 00:06: 29 | Showing the waiting room condition |
| 25 |  | 00:06:30 - 00:06: 31 | Showing the prayer room condition |
| 26 |  | 00:06:32 - 00:06: 33 | Showing the bathroom condition |
| 27 |  | 00:06:33 - 00:06: 34 | Showing the mini library condition |
| 28 |  | 00:06:35 - 00:06:37 | Showing the parking area condition |
| 29 |  | 00:06:38 - 00:06:47 | Showing the example of learning methods in learning activity |
| 30 |  | 00:06:50 - 00:06:53 | Showing the the LKP IYI Achivements |

**Closing**

|  |  |  |  |
| --- | --- | --- | --- |
| Scene | Visualization | Duration | Description |
| 31 |  | 00:06:55 - 00:07:00 | Showing the motto of LKP IYI |
| 32 |  | 00:07:04 - 00:07:15 | showing the vision of LKP IYI |
| 33 |  | 00:07:18 - 00:07:28 | Student testimonial #1 |
| 34 |  | 00:07:30 - 00:07:50 | Student testimonial #2 |
| 35  #Table documnents by LKP IYI |  | 00:07:58 - 00:08:19 | Showing the course cost table |
| 36 |  | 00:08:20 - 00:08:30 | #persuasive sentence scene |
| 37 |  | 00:08:32 - 00:08:35 | #Registration fee announcement |
| 38 |  | 00:08:45 - 00:08:59 | Jargon by LKP IYI staff |
| 39 |  | 00:09:03 -00:09:05 | Credits and Copyright |

**Appendix 4. Validation Script**

|  |  |
| --- | --- |
| Bahasa Indonesia | English |
| PEMBUKA  Intro  Menjadi hebat itu tidak hanya berwawasan luas, tetapi juga memberi makna.meningkatkan kemampuan kita adalah kewajiban dan mendapatkan fasilitas belajar yang tepat adalah cara untuk mengembangkannya. Suasana belajar yang penuh motivasi dan prestasi dapat meyakinkan sebuah pilihan.  Inilahkita dengan sejuta inspirasinya. Disini kamu ditempa untuk menjadi hebat dan bermanfaat  Disini kamu juga akan mendapatkan kualitas pembelajaran terbaik dari mentor yang berpengalaman  Disini kami hadir bersama mimpi mimpimu, melangkah satu demi satu untuk kebaikan masa depan.  Suasana kota pasuruan yang nyaman menjadi pilihan yang sempurna untuk belajar, berproses dan mengembangkan diri Kota yang dijuluki “Kota Madani“ ini akan memberikan kesan yang istimewa bagi setiap orang. Banyaknya instansi dan sarana belajar yang dapat menjadi pilihan di kota ini.  Salah satunya adalah lembaga kursus dan pelatihan IYI Sentra Ilmu dan Teknologi yang terletak di jl Untung Suropati No. 23 Kota Pasuruan. LKP IYI telah berdiri selama 33 tahun dan dikenal sebagai lembaga kursus belajar ilmu dan teknologi terbaik di kota Pasuruan dari waktu ke waktu. Instansi ini dapat menjadi pilihan yang memberikan program belajar yang terbaik untuk mendukung kesuksesanmu. | **OPENING**  **Intro**  Being great is not only broad-minded, but also gives a meaningful life. Improving our abilities is an obligation and getting the right learning facilities is the way to develop it. A learning atmosphere that is full of motivation and achievement can ensure to be a choice.  Here we are with a million inspirations…  Here you are forged to be great and useful.  Here you will also get the best quality learning from experienced mentors.  Here we are coming with your dreams, stepping one by one for the goodness of the future.  The peaceful atmosphere of Pasuruan city east java is the best choice for learning, processing and developing yourselves. The city that is called “city of Madani” will give special impression for everyone.  There are so many institutions and learning center that can be chosen in this city.  One of them is LKP IYI House of Science and Technology that located at Jl Untung Suropati No. 23 Pasuruan City. LKP IYI has been established for 33 years and known as the best science and technology course or institution in Pasuruan city from time to time.This institution can become a right choice that provide the best learning program to support your success. |
| ISI  Dengan metode pembelajaran yang terjamin, LKP IYI menyediakan program pembelajaran yang sangat bervariatif. Program pembelajaran di LKP IYI dibagi menjadi 2 kategori yaitu Kelas Reguler dan Privat atau kelas dirumah. Pilihan kelas reguler di lembaga ini adalah kelas bahasa Inggris terdiri dari kelas English for Kids, survival English, English for communication,Advanced Communication. Program ini tersedia untuk taman kanak kanak, siswa sekolah dasar, sekolah menengah pertama hingga sekolah menengah atas.  Yang kedua adalah Kelas Privat atau kelas di rumah, Ini disediakan untuk 1 hingga 5 siswa di setiap kelas. Tempat kelas tergantung pada paket yang diambil peserta, bisa di LKP IYI atau di rumah peserta atau di perusahaan.  materi yang diajarkan adalah kelas Conversation, kelas English for Specific purpose, dan kelas persiapanTOEFL/TOEICdan IELTS.  Selain program pembelajaran bahasa Inggris LKP IYI juga menyediakan program pembelajaran privat lainnya seperti komputer, kursus bahasa asing yang meliputi bahasa Arab, Jepang, dan Mandarin serta kelas untuk orang asing yang ingin mengambil kursus bahasa Indonesia. Siswa yang mengambil kursus privat ini biasanya adalah murid sekolah menengah atas, mahasiswa atau karyawan.  Selain menyediakan banyak program pembelajaran, LKP IYI juga menyediakan fasilitas yang dapat menunjang pembelajaran seperti ruang kelas yang nyaman, ruang komputer, ruang administrasi, ruang tunggu, ruang ibada, kamar mandi, perpustakaan kecil dan juga tempat parkir yang terdapat di halaman depan LKP IYI.  LKP IYI juga telah memiliki instruktor pengajar yang berkompeten dan berpengalaman. Mereka terbiasa kreatif dalam mengimplementasikan suasana belajar yang menyenagkan. Semangat mengajar yang dimiliki ini menjadi salah satu tolak ukur dari keberhasilan siswa dalam belajar. | **CONTENT**  With that guarantee learning methods, LKP IYI provides a very various learning program. The learning program at LKP IYI are devided into 2 categories there are Regular and Private or in house training classes. The regular classes is English classes that consist of English for Kids, survival English, English for communication, and Advanced Communication. this program are available for the kindergarten student, elementary school, junior high school until senior high school.  The second is Private class or in house training class, It is provided for 1 up to 5 students in each private class.  The place of the class are depending on the package that participant took. It can held in LKP IYI or in participant house or in the company.  the material taught is Conversation Class, English for Specific purpose class, TOEFL/TOEIC and IELTS pre class.  Besides English learning programs LKP IYI also provides other private learning programs such as computers, foreign language courses which include Arabic, Japanese, and Mandarin and class for foreign people who want to take Bahasa Indonesia course. The students available take this program are senior high school student, college students or employees.    Beside providing many learning programs, LKP IYI also provides facilities that can support learning such as comfortable classrooms, computer rooms, administration room, waiting room, prayer room, bathrooms, mini library and also a parking lot in the front yard of LKP IYI.  LKP IYI has competent and experienced teaching instructors. They are accustomed to being creative in implementing have fun teaching and learning activities. This teaching spirit is one of the benchmarks for for student learning success |
| PENUTUP  Berdasarkan motto LKP IYI *“knowledge is the key to open the worlds”* LKP IYI akan mewujudkan visinya yaitu “Terwujudnya insan yang berkualitas, kompetitif dan peduli dalam perwujudan masyarakat sadar pendidikan berdasarkan iman dan taqwa”  Testimoni :  1.  2.  Biaya belajar di LKP IYI untuk kelas reguler mulai dari Rp 510.000 per 3 bulan sampai Rp 1.870.000 per tahun dan untuk kelas privat atau in house training mulai dari Rp 2.000.000 – Rp. 5.000.000. setiap program memiliki harga yang berbeda tergantunng berapa pertemuan yang di ambil dan berapa jumlah peserta yang ada di dalam kelas. Jika kalian tertarik untuk meningkatkan pengetahuan dan mengembangkan kemampuan kalian di bidang yang kalian minati, ayo bergabung dan daftar sekarang juga di LKP IYI Institute Pasuruan dengan biaya pendaftaran sebesar Rp 200.000 per orang.  Untuk informasi lebih lanjut kalian dapat langsung datang ke Gedung LKP IYI di atau hubungi di nomor WA atau kontak sdmin di berikut ini.  “ Join us For a Better Future” | **CLOSING**  Based on its motto "*Knowledge is the key to open the world"* LKP IYI will realize its vision that stated "The realization of qualified, competitive and caring people in the realization of an education-conscious society based on faith and piety"  Student Testimonial :  1.  2.  The cost of studying at LKP IYI for regular classes start from Rp 510.000 per 3 months until Rp 1.870.000 per year and for private classes or in house training class start from Rp 1.000.000– Rp. 5.000.000. Each private program has a different cost depending on how many meetings are taken and how many participants in the class. If you are interested in improving your knowledge and developing your skills in the field that you are interested in, come on join and register now at LKP IYI Pasuruan with a registration fee of Rp. 200.000 per person.  For further information, you can directly come to LKP IYI building or call at the admin number below  **“Join With Us for a Better Future”** |

 Pasuruan, 21 Oktober 2021

( Drs. H Fauzan Suryantara, MM )

## Appendix 5. Estimating Budget of Final Project

|  |  |  |
| --- | --- | --- |
| **No** | **Items** | **Amount** |
| **1.** | **Hiring Videographer** | **Rp. 1.500.000** |
| **2.** | **Binding Report** | **Rp. 300.000** |
| **3.** | **Burning Of Video** | **Rp. 150.000** |
| **4.** | **Transportation** | **Rp. 50.000** |
| **Total Amount** | | **Rp. 2.000.000** | |

**Appendix 6. Time Table**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Month** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | **February** | | | | **March** | | | | | **April** | | | | | | **May** | | | | | **June** | | | | | **July** | | | | | **August** | | | | | **September** | | | | | **October** | | | | **November** | | | |
| 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | | 1 | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Writing and Revising the proposal |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Conducting Seminar |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Revising a proposal |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Collectizng data |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Making the product |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Revising the product |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Writing the report |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Conducting the examination |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Revising the report and the product |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |
| Binding |  |  |  |  | |  |  |  |  | |  |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |  |  |  |