

FINAL REPORT

**DEVELOPING A PROMOTIONAL VIDEO FOR
ENGLISH STUDY PROGRAM AT POLITEKNIK
NEGERI SRIWIJAYA**



**To fulfill one of the graduation requirements for the D-III English Study Program
Politeknik Negeri Sriwijaya**

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**D-III ENGLISH STUDY PROGRAM
POLITEKNIK NEGERI SRIWIJAYA
2026**

APPROVAL PAGE

The Final Report titled:

**DEVELOPING A PROMOTIONAL VIDEO FOR ENGLISH STUDY
PROGRAM AT POLITEKNIK NEGERI SRIWIJAYA** prepared by Anisah
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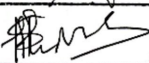
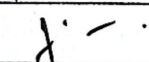
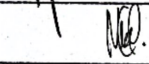
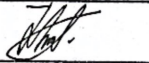
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VALIDATION PAGE

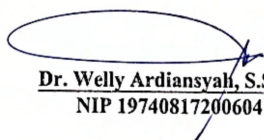
The Final Report titled:

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PLAGIARISM-FREE DECLARATION

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Declare that this scientific document Final Report does not contain any parts of other scientific works that have been submitted to obtain an academic degree at any Higher Education Institution. Additionally, there are no works or opinions written or published by others/institutions, except those properly cited and listed in the references.

I hereby declare that this scientific document is free from any elements of plagiarism. Should this Final Report later be proven to be plagiarism of another author's work and/or deliberately submit others' work or opinions as my own, I am willing to accept academic and/or legal sanctions in accordance with applicable regulations.

Palembang, 26th June 2026



Anisah Valerina Daniel
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PREFACE

First of all, the writer would like to express gratitude to Almighty God for His blessings and guidance so that this final report entitled “Developing a Promotional Video for the English Study Program at Politeknik Negeri Sriwijaya” can be completed successfully. This report is prepared as one of the requirements to fulfill the graduation requirement of the Diploma III (D3) English Study Program at Politeknik Negeri Sriwijaya.

The writer realizes that this report is still far from perfect. Therefore, constructive suggestions and feedback are highly appreciated for future improvement. Hopefully, this report will provide benefits and contribute to the promotion and development of the English Study Program at Politeknik Negeri Sriwijaya.

Anisah Valerina Daniel

ABSTRACT

This final report aimed to create an effective promotional medium that introduced the program's academic environment, learning activities, facilities, and student experiences of the English Study Program at Politeknik Negeri Sriwijaya to prospective students and the wider public. This project employed a project-based development method consisting of several stages, including needs analysis, concept development, script writing, video production, and post-production editing. Data were collected through observation, documentation, and discussions with lecturers and students to ensure that the content accurately represented the identity and strengths of the English Study Program. The production process involved planning visual concepts, recording campus activities, editing video footage, and integrating audio, narration, and visual effects to produce a professional promotional video. The result of this project was a promotional video designed to communicate information clearly while presenting a modern and appealing image of the English Study Program. The video highlighted academic activities, practical learning experiences, and campus facilities to support promotional purposes. It was expected that this promotional video could serve as an effective promotional tool to increase public awareness and attract prospective students. Furthermore, this project demonstrated how audiovisual media can contribute to institutional branding and communication strategies in higher education.

Keywords: *audio visual, english study, media, promotion, video*

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The writer hopes that this final report will be beneficial for readers and contribute positively to the development of the English Study Program at Politeknik Negeri Sriwijaya.

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