

ABSTRACT

This final report discussed the development of a promotional video for the English Study Program at Politeknik Negeri Sriwijaya. The project aimed to create an effective promotional medium that introduced the program's academic environment, learning activities, facilities, and student experiences to prospective students and the wider public. In the current digital era, visual media plays an important role in delivering information in an engaging and accessible way; therefore, a promotional video was considered an appropriate strategy to enhance the program's visibility and attractiveness. 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*