

THE MAKING OF ENGLISH INFORMATIONAL VIDEO OF SZ COCONUT ART SOUVENIRS

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ABSTRACT

This final project aims to create an English informational video about SZ Coconut Art souvenirs in Pasiran Village, Bengkalis Regency. SZ Coconut Art is a local handicraft business that produces handmade souvenirs from coconut shells. The products presented in the video are a key chain, refrigerator magnet, tissue box, wall clock, and decorative lamp. This study used a descriptive method. The data were collected through observation, documentation, and an interview with the craftsman. The process of making the informational video included collecting data and materials, collecting video footage, writing the script, translating the script into English, recording the English voice-over, and editing the video. The final informational video has a duration of 4 minutes and 43 seconds. It presents information about SZ Coconut Art, the production process, and the finished products. The video uses English voice-over and Indonesian subtitles to introduce SZ Coconut Art souvenirs to a wider audience. The final product is expected to help promote local handmade souvenirs and introduce coconut shell crafts from Pasiran Village to a wider audience.

Keywords: *informational video, SZ Coconut Art, coconut shell souvenirs, English, handmade crafts*