

Nomor : 213/PL9.1.4/LT/2018

LAPORAN AKHIR PENELITIAN TERAPAN UNGGULAN PERGURUAN TINGGI



**Meningkatkan Pemasaran Produk Olahan Makanan *Home Industry* Melalui Pembuatan
Video Promosi (Advertorial)**

Tahun ke 1 dari rencana 1 tahun

Dibiayai Oleh :

**DIPA Politeknik Negeri Padang
Sesuai dengan perjanjian Penugasan Pelaksanaan Program Penelitian
Terapan Unggulan Perguruan Tinggi Tahun Anggaran 2018
Nomor : 213/PL9.1.4/LT/2018, Tanggal 9 Juli 2018**

TIM PENELITIAN

Ketua	: Sumira, M.Pd.
NIDN	: 0001047806
Anggota 1	: Nini Wahyuni, M.Pd.
NIDN	: 0024018502

**POLITEKNIK NEGERI PADANG
DESEMBER 2018**

**HALAMAN PENGESAHAN
PENELITIAN DOSEN PEMULA**

Judul Penelitian : Meningkatkan Pemasaran Produk Olahan Makanan *Home Industry* Melalui Pembuatan Video Promosi (Advertorial)

Kode/ Nama Rumpun Ilmu : 742/ Pendidikan Bahasa (dan Sastra) Inggris
Ketua Peneliti

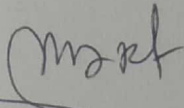
- a. Nama Lengkap : Sumira, M.Pd
- b. NIDN : 0001047806
- c. Jabatan Fungsional : Lektor
- d. Program Studi : Bahasa Inggris
- e. Nomor HP : 081363296178
- f. Alamat surel (e-mail) : sumiradoano@gmail.com

Anggota Peneliti (1)

- a. Nama Lengkap : Nini Wahyuni
- b. NIDN : 0024018502
- c. Perguruan Tinggi : Politeknik Negeri Padang

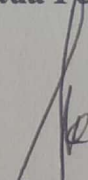
Padang, 3 Desember 2018

**Mengetahui,
Ketua Jurusan Bahasa Inggris**



Dr. Martini, M. Pd.
19640306 199103 2 001

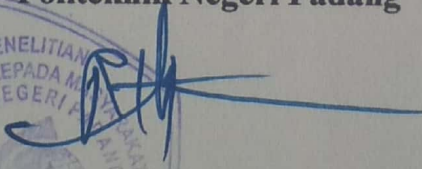
Ketua Peneliti,



Sumira, M.Pd.
19780401 200912 2 003

Menyetujui,

**Ketua P3M
Politeknik Negeri Padang**



Revalin Herdianto, PhD
1973070161995121001



ABSTRACT

SUMIRA, NINI WAHYUNI : Meningkatkan Pemasaran Produk Olahan Makanan Home Industry Melalui Pembuatan Video Promosi (Advertorial)

Promotion is an essential part of the successful of the product sale. Unfortunately the promotion of traditional food home industry commonly is still done conventionally; information from person to person due the fee of advertisement through electronic media (Radio or Television) is expensive. However the producer can utilize online media as a tool for promoting their product. Hence this paper will propose a model of advertorial video that can be uploaded into online media as an alternative way to increase the sale of the traditional food home industry. There are three stages involved in producing the advertorial video. First is pre-production; in this stage, the producer must set the topic, do some research or observation, make a framework and prepare some tool to be used. Second is production; it is the time to do the shooting, selecting the shooting result, writing the script, recording the voice over. The last stage is post- production; there are several jobs to be done: editing video and voice, then mixing process.

Keywords—Traditional Food Home Industry; Advertorial Video; Increasing the sale.