

**DESCRIPTION ON THE USE OF VIDEOS TO PROMOTE  
THE FACULTY OF LETTER UKI**

**PROJECT PAPER**



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**ENGLISH LANGUAGE PROGRAM OF DIPLOMA THREE  
FACULTY OF LETTERS  
UNIVERSITAS KRISTEN INDONESIA  
JAKARTA  
2020**

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Submitted to the Faculty of Letters Universitas Kristen Indonesia to Fulfill One of  
the Requirements to Complete the English Language Program of Diploma Three

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## DECLARATION OF THE ORIGINALITY OF THIS WORK

I, the undersigned:

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Do declare that this project paper I have written is my work; it is not the work or thinking of other people I have taken and declared as my work. In the future, if it is proven that in writing this project paper, I have copied or plagiarized the work of others, I am ready to accept sanctions that have been determined for that behavior.

Jakarta, 30/05/21

Declared by,



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## DEFENSE APPROVAL SHEET

This is to certify that the project paper of Name Yuliana Lelu Ladjar1822130018, entitled Description on The Use of Videos to Promote The Faculty of Letter UKI has been approved by the advisor at Faculty of Letters Universitas Kristen Indonesia.

Jakarta, 30/05/21

Advisor,



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## SHEET OF ATTESTATION

This is to certify that the project paper of Yuliana Lelu Ladjar 1822130018, entitled Description on The Use of Videos to Promote The Faculty of Letter UKI has been approved by the project paper advisor.

Jakarta, 21/06/2021



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## FOREWORD

Praise and gratitude I pray to God Almighty for His blessings and gifts to complete this Final Project correctly. This Final Project with the title "Description on The Use of Videos to Promote The Faculty of Letter UKI" was submitted to fulfill one of the requirements for graduation in English Education Diploma III, Universitas Kristen Indonesia. However, I realize there are shortcomings in writing this final project, therefore as a form of improvement, and I am very open to criticism, suggestions, and input from readers.

In preparing this final project, the author got a lot of input, motivation, and guidance, either directly or indirectly, from various parties. Therefore, the author would like to thank to :

1. Susanne AH Sitohan, SS, MA, as the Dean Faculty of Letters, Universitas Kristen Indonesia.
2. Jannes Freddy Pardede, M. Hum., as Deputy Dean of the Faculty of Letters at the Universitas Kristen Indonesia.
3. Devi Melisa Saragi, SS, MA, as the head of the D3 English Literature Study Program at the Universitas Kristen Indonesia.
4. Srisna J. Lahay, SS, M. Hum., as the advisor of this final project report.
5. Both parents who always provide support
6. Dual Degree 2018 friends
7. All parties cannot be mentioned one by one who has helped the writer complete this final project.

## ABSTRAK

Nama : Yuliana Lelu Ladjar

Program Studi : Bahasa Inggris

Judul : Deskripsi Penggunaan Video untuk Promosi Fakultas Sastra UKI

Pembimbing : Srisna J. Lahay, S.S.,M.Hum.

*Pandemik Covid-19 yang menyebar di Indonesia menyebabkan banyak sektor yang terkena imbas, salah satunya adalah sektor pendidikan. Pandemik ini menyebabkan penurunan jumlah pendaftar calon mahasiswa Fakultas Sastra UKI. Tulisan ini membahas salah satu kegiatan promosi Fakultas Sastra UKI dengan melakukan pembuatan video promosi berdasarkan tema yang telah ditentukan setiap minggunya dan berguna untuk memperkenalkan Fakultas Sastra dengan baik sehingga dapat menarik perhatian calon mahasiswa untuk bergabung bersama Fakultas Sastra UKI. Video Promosi disebarluaskan melalui sosial media Instagram & Youtube. Studi ini merupakan studi kualitatif deskriptif dengan metode observasi. Hasil yang didapatkan dari studi ini memuat bahwa pembuatan video promosi tidak memberikan peningkatan terhadap jumlah pendaftar calon mahasiswa tetapi hanya menciptakan sebuah 'branded content' dimana membentuk kesan dan citra yang baik terhadap Fakultas Sastra UKI.*

Kata kunci : Video, Promosi, Penerimaan Mahasiswa Baru

## **ABSTRACT**

Name : Yuliana Lelu Ladjar  
Study Program : English  
Title : Description on The Use of Videos to Promote The  
Faculty of Letter UKI  
Advisor : Srisna J. Lahay, SS, M. Hum.

The Pandemic of Covid-19 that has spread in Indonesia has affected many sectors. One of them is the education sector. This Pandemic has caused a decrease in the number of prospective student Faculty of Letters UKI. This paper discusses one of the promotional activities of the UKI Faculty of Letters by making promotional videos based on a predetermined theme every week. It helps introduce the Faculty of Letters to attract prospective students' attention to join the UKI Faculty of Letters. Promotional Videos are disseminated through social media, Instagram & Youtube. This study is a descriptive qualitative study with an observation method. The result obtained from this study contains that making promotional videos does not increase the number of prospective student applicants but only creates 'branded content' that can make a good impression and image of the Faculty of Literature UKI.

Keywords: Video, Promotion, Admission of New Students.



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