

Perancangan Video Promosi Pantai Parang Semar Sebagai Tempat Wisata Keluarga

Novita Crestiani

331710017

Abstract

With the increase and growth of beach tourism spots in East Java, especially Banyuwangi Regency, tourist attractions are increasing so that supervisors of tourist attractions have creativity and ideas to promote their tourist attractions to the intended target audience. Therefore, the role of this promotional video is very influential in promoting tourist attractions in order to attract the interest of the target audience. The concept of videography uses cinematic techniques so that later the results of the video will be uploaded on the author's YouTube and Instagram social media. This design method uses primary data and secondary data in which data collection uses qualitative methods. The conclusion from the design is to get visual results in the form of a promotional video. This design is also supported by several supporting media such as acrylic key chains, t-shirts, tote bags, stickers, and hats.

Keywords: videography, Cinematic videography, as a promotional media, supporting media.