

PERANCANGAN KONTEN MEDIA SOSIAL INSTAGRAM BERBASIS FOTOGRAFI TENTANG KEKAYAAN ALAM DAN BUDAYA PULAU TIMOR UNTUK MENINGKATKAN DAYA TARIK WISATAWAN

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Abstrak

One of the ten Indonesian provinces that are considered the best tourist attractions is East Nusa Tenggara. in accordance with the Central Government's commitment to increase the country's tourism. According to the 2018-2023 RPJMD, the mission of the East Nusa Tenggara Provincial government is "Building NTT as one of the gateways and centers of national tourism development (Ring of Beauty).

Timor Island is very well known for its beautiful natural scenery and the customs of its people that are still strong and maintained. In addition, Timor Island with its inherent culture is known as Atoin Pah Meto. Timor Island is one of the islands located in the eastern part directly adjacent to the Democratic Republic of Timor Leste (RDTL), which has a lot of potential in the tourism sector. The tourism sector of Timor Island offers various tourist attractions with natural beauty and historical and cultural heritage. Tourism owned by Timor Island is the right tourist destination to fulfill the needs of relaxation and refreshing. Timor Island has several beautiful destinations including natural attractions, cultural tourism, and artificial tourism, with the majority being natural attractions and cultural tourism.

The results of the design are uploaded on Instagram social media @bumicendana which aims to promote the natural and cultural wealth of Timor Island. The conclusion of the design is to get visual results in the form of a collection of 16 photos of tourist attractions and video reels.

Kata Kunci : Fotografi, Videografi, Pulau Timor, Alam dan Budaya