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**PROMOTIONAL VIDEO DESIGN ABOUT TOURISM INFORMATION
IN KARIMUN**

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ABSTRACT

In this era of modernization, social media has become a popular platform means of communication and is the choice of the community, social media is also growing rapidly from various classifications and types according to needs. Promotional videos made on YouTube social media are now widely used by companies and governments to promote their products or introduce tourist attractions. The tourism sector has an important and profitable role and has the potential to be developed as an asset that is a source of income for the nation and state. So that video promotion media is considered to be able to fulfil the needs of the wider community in presenting information and conducting promotions that are more interesting and interactive. In making a promotional video that aims to introduce tourist attractions on Karimun Island, the author uses the Media Production Concept (KPM) method which consists of Pre Production, Production, Post Production to assist the video design process and data collection by means of documentation and interviews with visitors and the author uses Adobe Premiere Pro 2020 software in video editing. The results of this study are in the form of a video that summarizes tourist attractions on Karimun Island in the hope of attracting local and foreign people to visit Karimun Island.

Keywords: *Promotional Video, Tourist attractions, Media Production Concept (KPM), Karimun Island*

INTRODUCTION

Increasing innovation in information technology and communication technology is developing very quickly at this time. Technological developments provide many positive and beneficial impacts for all fields, especially in the tourism sector. Advertising and promotion media are functions of information technology that have a very impact on the world of tourism (Rahmi, 2017). One of them is advertising video media that is used to promote. According to (Yudani, 2018) video advertising can convey information through images and sound so that it is more effective than other media.

According to (Herginza & Koesoemadinata, 2018), since the presence of social media, online promotion strategies in the current era are more influential than offline promotions. That's because the function of social media is no longer just to exchange messages but can be used as a means of promoting a product or service. So now various businesses no longer promote their products and services through radio, print media, or on television. Social Media gives consumers full power in processing and conveying information, can build and establish good relationships with consumers. Social Media is considered the most effective in this marketing field (Semuel & Setiawan, 2018). Promotion is carried out through one of the social media, namely YouTube, YouTube is considered more

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instrumental in promoting a video because it can be accessed worldwide and this site does not charge or is free for users to upload, watch, and share videos (Kurnia, 2020). Indonesia is a multicultural country that has differences in ethnicity, race, belief, religion, art and regional culture. What is a big attraction for tourists is the richness and diversity of culture in Indonesia such as traditions, arts, religious rituals and beliefs (Prabhawati, 2018). The tourism sector has an important and profitable role and has the potential to be developed as an asset that becomes a source of income for the nation and state (Kurnia & Miskanag, 2018). Therefore, an increase in the tourism sector needs to be done. Tourism is a travel activity by visiting certain places with the aim of recreation, personal development, and learning the uniqueness of tourist attractions visited in a temporary period (Barambae, 2019). Karimun Regency is part of the Riau Archipelago Province, which borders Singapore and Malaysia, and is adjacent to the industrial growth center of Batam and Bintan. However, tourist attractions in Tanjung Balai Karimun are less ogled by tourists and the public. The main cause is the lack of information and promotion about these tourist attractions. Audio visual is an effective promotional media to promote a product because there are elements of images and sound in audio visual media (Hidayat, 2017). Audio-visual technology produces by conveying material using equipment and electronics to provide information through audio and visual. Audio-visual relates to learning through hearing and sight that does not need to rely exclusively on understanding words and similar images. Video in audiovisual media displays the increasingly popular movement in society. Videography is very suitable and effective as a promotional medium for tourist attractions, because it can be a medium for distributing information, and if videography is

designed as creatively as possible to attract the attention of the public and tourists from outside the region (Suriyadi, 2020). In designing and developing promotional videos, a Media Concept Stages method is needed in order to get an overview of the products made. This makes it easier to make promotional videos. The stages carried out are Preproduction, Production, and Postproduction (Sunarya, Kusumaninggar, et al., 2017). In designing and developing the video, Adobe Premiere pro 2020 software can be used. So based on the above background, the author feels the need to provide information about tourism destinations in Karimun to the entire community by making a promotional design entitled "Promotional video design about tourism information in karimun". With the hope that it can be useful for the progress of Karimun Regency.

PROPOSED INNOVATION

Research by (Sunarya, Nurasiah, et al., 2017) is an applied research entitled Design of Video Profile Promotion Media at SMA Negeri 15 Tangerang City. In making this design, it is necessary to pay attention to the factors related to the research. The author designed the video profile to be more interesting by adding text, images and backsound that could make prospective students interested after seeing the video profile. The research also uses a method in the form of KPM, namely Preproduction, Production, and Postproduction. In this study, the resulting product was a video accompanied by dubbing with clear, straightforward, and communicative language delivery, in addition to a visual display that matched the audio and visual effects presented.

The research by (Anugerah et al., 2018) is an applied research entitled Designing a Promotional Video for Indonesian Music Schools

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in the City of Surabaya. The purpose of this study was to increase the number of students from the Indonesian Music School. Collecting data about the object of research used in this design is to conduct in-depth interviews with the school management and by distributing questionnaires. This promotional video has the concept of "every child is different" which aims to attract consumers, especially the upper middle class in the city of Surabaya. In this study, the resulting product is the result of "So" in the form of a video with a resolution of 1280 x 720 pixels and the design of this media is equipped with complementary media, namely banners, brochures, mockups, computers and cellphones. Research by (Rifai et al., 2018) is the Making of Company Profile Videos to Support Information and Promotion at PT. Daiichi Elevator Indonesia. The purpose of this research is to increase public interest and make it easier for the public to find out information about PT. Daiichi Elevator Indonesia. Collecting data about the object of research used in this design is observation, interview or literature review. The author will add animated text and images which will later be combined with the company profile video display so it doesn't look boring. The resulting product is a "finished" product, in the form of a video which will later be uploaded on social media such as YouTube.

The research by (Purwasi et al., 2019) is an applied research entitled Design of Promotional Video for Ranudi Tourism Object, Probolinggo Regency, East Java. The purpose of this study is that Probolinggo Regency can be known by various tours in it and visited by domestic and foreign tourists. Collecting data about the object of research used in this design is by library research, field research, and documentation. The author designed a video concept by showing the beauty, beauty and potential of several Ranu attractions that were taken. The resulting product is a "finished" product, which is a video with an

audio instrument that has positive energy, writing in sans-serif fonts (Impact and Tahoma) that gives the impression of being informal, modern, efficient and simple, and in this video using green and white colors. blue because green represents nature and blue represents water.

Research by (Mulyani et al., 2020) is the Design of the Wurung Bondowoso Crater Tourism Video as a Promotional Media. The purpose of this research is to support tourism potential in Bondowoso. Collecting data about the object of research used in this design are interviews and observations. The process of making videos using Adobe Premiere CC 2015 software and the concept shown is the natural beauty of Wurung Bondowoso Crater tourism. The resulting product is a "finished" product, in the form of a video with music that fills the Wurung Crater video and sound affect. In addition to the main media, namely video, there are also supporting media designed, namely hats, tshirts, sport bottles, x banners, stickers, pins, and sleeping bags.

METHODS

In this study through 3 stages of the concept of media, namely preproduction, production, postproduction. This stage is used to get an idea of the product to be made. The product design stages are described as follows:

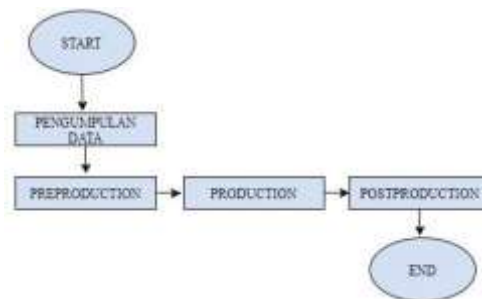


Figure 1.1 Methodolgy

1. Preproduction

The initial stages before starting film production are making preparations such as determining

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ideas, writing scripts, making storyboards, and making a schedule for taking pictures and videos.

2. Production

At the production stage, the author takes pictures and videos according to the storyboard or initial sketch that has been designed so that it supports the storyline used.

3. Postproduction

The final stage or finishing of a work into a finished video. At this stage, several activities are carried out, namely, editing, merging video sources, giving special effects, color correction, and providing background music.

Result and Discussion



Figure 1.2 Opening Scene

Showing the opening scene taken using a canon eos m-100 camera with the words Tanjung Balai Karimun in the middle of the video with a Coastal Area tourist spot in the background.



Figure 1.3 Coastal Area

Showing views of the Coastal Area tourist attractions, using the Wide Shot technique.



Figure 1.4 Pongkar Waterfall

Showing the natural beauty of the Pongkar waterfall which is a must-visit place if you are in Tanjung Balai Karimun.



Figure 1.5 Pongkar Beach

Showing the natural beauty of the Pongkar beach, the charm of this beach can be seen from the white sand that stretches along the beach and the blue color of the ocean that stretches widely.

The results of the video survey were mostly filled by people aged 18-25 years, namely 47 respondents from 104 respondents, the responses were very good, there were 60 respondents in assessing the taking of pictures/videos, color grading, and fonts displayed in the video, responses regarding the assessment The clarity of information presentation and content in the video was very good by 59 respondents, the score given for the entire content of the video was 67 respondents answered very well, and the final

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assessment was that all respondents got insight from the video. In addition, 100% of respondents agree and feel the video is worthy of publication.

LIMITATIONS

In the design process, there were some limitations found from the created media that needed to be addressed in the future. The limitations of this video are:

1. Lack of support for video capture devices such as drones, due to cost limitations.
2. There are still some places that are not included in the video due to obstacles, such as bad weather and vehicles.
3. Requires gadgets or electronic devices to watch videos.

FUTURE WORK

In making this promotional video, the author realizes that the results obtained still have many shortcomings and are still far from perfect. Therefore, suggestions that can be used from this research for the future are as follows:

1. Promotional video design can be further developed in terms of video capture and in the *editing*, so that it can attract the attention of *audiences* and can produce a video with perfect quality.
2. The contents of the promotional video can be further developed and updated according to developments in these tourist attractions so that potential tourists and the outside community do not miss information about tourist destinations in Tanjung Balai Karimun.
3. With the design of this promotional video, it is hoped that tourist attractions in Karimun can bring in tourists outside the

Karimun district and can become useful information media.

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