

DESIGNING PROMOTIONAL VIDEO FOR BUWUN SEJATI TOURISM VILLAGE AS A TOURISM PROMOTION MEDIA

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ARTICLE INFO

Article history:

Received: November, 2024

Accepted: December, 2024

Published: December, 2024

Keywords:

Tourism Village, Video Promotion, Tourist Interest

E-ISSN: 3064-044X

DOI: 10.52352/jtrue.v1i2.1640

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ABSTRACT

One currently developing tourism trend is tourism villages, inseparable from tourism promotions in influencing tourists to visit a destination. Buwun Sejati Tourism Village is one of the villages in Narmada District, West Lombok Regency. The level of visits by domestic tourists has increased, but visits by foreign tourists are still relatively low. This study aims to identify tourism potential and design a promotional video for Buwun Sejati Tourism Village to attract foreign tourists. This study develops a promotional video for Buwun Sejati Tourism Village to enhance its appeal and attract domestic and international visitors. Using qualitative methods, the research identifies key attractions, including natural landscapes and cultural heritage, through stakeholder observations and interviews. The video emphasises storytelling and high-quality visuals to engage target audiences. Recommendations for maximising the video's impact include leveraging social media platforms and creating multilingual subtitles to reach a broader audience. This study uses a qualitative research methodology with data collection through participant observation, interviews, and literature study. The result of this study is that Buwun Sejati Tourism Village has many diverse tourist objects as well as interesting tourist attractions to visit, which can be used as attractions to attract tourists. The final artwork from the video design process resulted in the final two-day and one-night tourism village promotion video Explore Buwun Sejati Tourism Village with a duration of two minutes and 40 seconds in mp4 format.

1. INTRODUCTION

Currently, Indonesia has 17 sub-sectors of the creative economy, which include game developers, crafts, interior design, music, fine arts, product design, fashion, culinary, animated films and videos, photography, visual communication design, television and radio, architecture, advertising, performing arts, publishing, and applications. Tourism trends have diversified year after year since the Covid-19 pandemic. Current tourism trends include tourist towns, sports tourism, health tourism, staycations, bleisure (business and leisure), sustainable tourism, films and locations, workation, adventure tourism, and spontaneous tourism. Tourism promotion is inextricably linked to the development of trends.

Tourism promotion persuades tourists to visit a promoted destination, increasing visitor numbers. Digital promotion is crucial because it spreads information faster than traditional promotion and is more successful because many tourists now rely on social media for tourism information before travelling. According to one research report (Nosto Solutions Inc., 2019), 86% of people are interested in visiting particular tourist locations after seeing user content, and if the users are colleagues, family, or friends, 50% are more encouraged to visit. Cecep Kustandi (2013) stated that videos are a tool to provoke attitudes, shorten time, present information, and teach skills with complex concepts to express a process. J. C. Andrews and T. A. Shimp (2017) explained that promotional videos are displays of information about a brand or product that companies can use to introduce products in audio-visual form.

Promotional videos have proven to be a powerful tool in tourism, enabling destinations to communicate their value propositions visually and emotionally. Recent studies, such as Smith and Brown (2023), emphasise the importance of storytelling, high-quality visuals, and cultural relevance in attracting

international tourists. Similarly, Hassan et al. (2021) highlight social media's role in amplifying such videos' reach. This study builds on these insights to design a video that aligns with the unique characteristics of Buwun Sejati Tourism Village and addresses the preferences of both domestic and foreign tourists.

Digital media has emerged as a cornerstone of modern tourism promotion, enabling destinations to reach broader audiences effectively. Tourism villages like Buwun Sejati, which boast unique cultural and natural attractions, can benefit significantly from leveraging promotional videos. However, the challenge lies in designing content that resonates with target audiences, mainly foreign tourists. This study addresses this gap by developing a promotional video for Buwun Sejati Tourism Village, focusing on its potential to boost tourism interest and engagement. The research explores the key elements that make promotional videos impactful and their application in the context of rural tourism.

The Buwun Sejati Tourism Village Pokdarwis need promotional videos to introduce and promote the potential of existing tourist attractions because foreign tourist visits are still relatively low and require creative promotions that are easy for tourists to understand. This study presents the tourism potential of Buwun Sejati Tourism Village and the process of designing promotional videos as tourism information content to attract tourist interest.

2. METHODS

This study employed a qualitative research methodology to gather particular information that may be utilised to inform the design of promotional videos using primary and secondary data sources. Data collection involved observations of the village's natural and cultural attractions and semi-structured interviews with local stakeholders, including village leaders and tourism operators. The data informed the content development process, ensuring the video's alignment with the village's unique identity. The final video was evaluated through feedback from local stakeholders and potential tourists to assess its effectiveness.

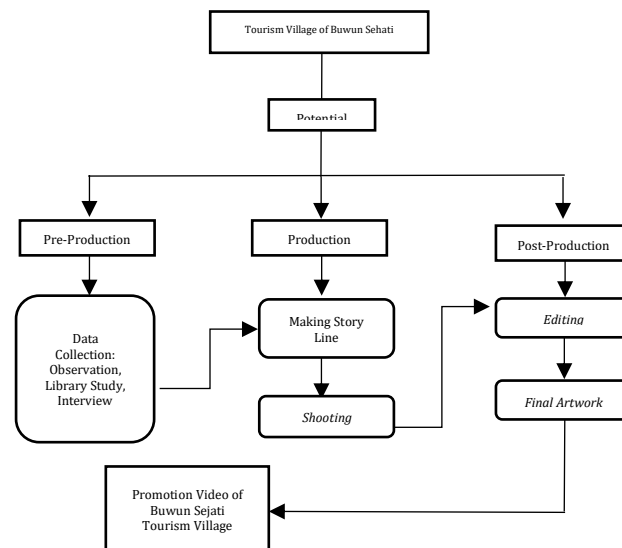


Figure 1. Video designing process flowchart

3. RESULTS AND DISCUSSIONS

The findings found that Buwun Sejati Tourism Village is located in Narmada District, West Lombok Regency, with the potential for a wide range of tourist attractions, including the beauty of rice fields, beautiful woods, and crystal clear river water, as well as distinctive culture and craft tourism. In 2022, the Ministry of Tourism and Creative Economy will hold the Indonesian Tourism Village Award (ADWI) competition. Buwun Sejati Tourism Village became Indonesia's top 50 most excellent tourist villages, placing fifth in the pioneering Tourism Village category. Buwun Sejati Tourism Village offers natural attractions such as Aik Nyet tourism, Bunut Ngengkang tourism, Tibu Atas waterfall, Batu Bedil waterfall, and the Sesaot forests. Cultural tourism is a tourist attraction that includes condong dance, traditional Baleganjur and rindik music arts, and shadow puppet performances at Sanggar Jati Suware. Culinary Tourism. Dulang kayu or wooden tray crafts and crystal guava agrotourism. Various activities include viewing traditional dance and music performances, cycling around the hamlet, enjoying nature, and visiting traditional crafts. Tourists can also buy souvenirs as gifts.

Pre-production is the data collection stage that serves as a guideline before moving forward with the production process. At this stage, the observation and interview procedure is completed. This study used participant observation because the researcher was intimately involved in the field while making a promotional video for a tourist resort. Observation begins with assessing the potential for tourist attractions, facilities, and infrastructure and investigating tourism promotion data. The findings are consistent with Yoeti's (2022) theory, which states that the success of a tourist destination is determined by three factors: attractions, accessibility to the target place, and amenities. In this case, Buwun Sejati Tourism Village has fulfilled the main components of tourism and is worthy of attracting tourist visits.



Figure 2. Destination Observation of Buwun Sejati Tourism Village

In the production stage, the storyline and the shooting process or taking images at the predetermined destination are created. The storyline is a narrative that explains the processes or points in the film to make it easier to photograph the site and edit the video. The shooting process involves the writer, model, drone pilot, and local community. The process outlined in the video shooting outcomes will likely influence tourists' attitudes and skills.



Figure 3. The Process of Promotion Video Production

Post-production is the final stage of the production process for creating a promotional video for a tour package. Various activities are completed at this stage, including image editing, background music, colour correction, special effects, and typography. The researcher created this movie using the Capcut program. The finished artwork from the video design process resulted in a two-day, one-night tourist village marketing video, Explore Buwun Sejati Tourism Village, with a runtime of two minutes and forty seconds in mp4 format, which was subsequently used as tourism promotion media on social media pages. The results of the promotional video are expected to influence tourists' interest in visiting. According to Kotler and Keller (2014), the interest in visiting a tourist attraction is a consumer's decision to act and visit based on their travel experience.

The promotional video features three key elements: the natural beauty of Buwun Sejati, such as rice terraces and waterfalls; the village's rich cultural traditions, including traditional dances and crafts; and immersive experiences like local cooking classes. Feedback from stakeholders highlighted the video's strong visual appeal and its potential to attract international tourists. However, suggestions included adding subtitles in multiple languages to enhance accessibility.



Figure 4. The Result of Tourism Promotion Video

The promotional video effectively showcases the unique offerings of Buwun Sejati Tourism Village, aligning with best practices in digital tourism promotion. Comparisons with similar initiatives, such as promotional videos from Penglipuran Village, reveal the importance of integrating storytelling and high-quality visuals. While the video highlights key attractions, targeting specific tourist segments through tailored content and strategic social media campaigns could enhance its potential impact. This aligns with Hassan et al.'s (2021) findings on the importance of multi-platform promotion.

4. CONCLUSION

Buwun Sejati Tourism Village has a wide range of tourism objects and captivating tourist attractions to visit, which may be used to attract both local and foreign tourists. The management can utilise the outcomes of the design of this tourist village promotional movie as promotional material on social media to present and promote tourist attractions to the larger community, making them more well-known. The manager recommends uploading the Tourism Village promotional video results to the Buwun Sejati YouTube and Instagram social media pages to get users to watch the videos. This study concludes that a well-designed promotional video can significantly enhance the visibility of Buwun Sejati Tourism Village. By highlighting the village's natural and cultural attractions through high-quality visuals and engaging storytelling, the video appeals to both domestic and international tourists. The video should be promoted on social media platforms with subtitles in multiple languages to maximise its impact. Future research could explore the effectiveness of such videos in increasing tourist arrivals and local economic benefits. Further, researchers can employ foreign travellers as models for promotional videos if the manager's target market is international tourists.

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