

# **THE DESCRIPTION OF TOURISM PROMOTIONAL VIDEOS ON BALI GOVERNMENT TOURISM OFFICE WEBSITE**

Oleh

**I KADEK ARDIANA**

**NIM : 1902041025**

**Program Studi Diploma III Bahasa Inggris**

## **ABSTRACT**

The research was aimed at analyzing the information and structure of the content presentation on promotional videos on Bali Government Tourism Office Website. The study was a qualitative descriptive study and Bali Government Tourism Office Website as source of data. 10 promotion videos on Bali Government Tourism Office Website were observed and analyzed. The results of the study showed that the information on promotional video on Bali Government Tourism Office Website contained in each promotional video were: (1) implementation of health protocols, (2) ticket prices, (3) display of tourist attractions, and (4) facilities of tourist attractions. The structure of the content presentation in the video consist of three parts, they are introduction, body, and closing.

**Keywords: video, promotional video, video elements**

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis informasi dan struktur penyajian konten video promosi pada Website Dinas Pariwisata Provinsi Bali. Penelitian ini merupakan penelitian deskriptif kualitatif dengan sumber data Website Dinas Pariwisata Bali. 10 video promosi di Website Dinas Pariwisata Provinsi Bali diamati dan dianalisis. Hasil penelitian menunjukkan bahwa informasi yang terdapat pada setiap video promosi dalam Website Dinas Pariwisata Provinsi Bali adalah: (1) penerapan protokol kesehatan, (2) harga tiket, (3) gambaran destinasi wisata, dan (4) fasilitas tempat wisata. Struktur penyajian konten dalam video terdiri dari tiga bagian yaitu pendahuluan, isi, dan penutup.

**Kata kunci: video, video promosi, elemen video**