

**PENGEMBANGAN VIDEO PROMOSI DESTINASI WISATA BERBASIS
STORYNOMICS IN TOURISM DI DESA WISATA PEDAWA
KABUPATEN BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh data terkait pengembangan media video promosi berbasis *storynomics in tourism* di Desa Wisata Pedawa, Kabupaten Buleleng. Jenis penelitian deskriptif kualitatif dan dikategorikan dalam penelitian (*Research & Development*). Metode pengumpulan data yang digunakan adalah metode observasi, wawancara dan dokumentasi. Instrumen yang digunakan dalam penelitian ini terdiri dari lembar observasi dan pedoman wawancara. Hasil penelitian ini menjelaskan bahwa pengembangan video promosi berbasis *storynomics in tourism* didukung oleh 3 tahapan pengembangan terdiri dari tahap perencanaan (*planning*), tahap produksi (*production*), tahap evaluasi (*evaluation*) dengan melibatkan identifikasi potensi wisata 4A's (*Attractions, Amenity, Accessibility* dan *Ancilliary*). Hasil penelitian dari identifikasi potensi wisata 4A's dapat mendukung pembuatan narasi berisi informasi mengenai *living culture* dan kebudayaan sebagai esensi Pariwisata serta potensi wisata lainnya sebagai unsur penting dalam *storynomics in tourism* dalam tahap *planning*. Hasil tahap produksi dengan merancang sebuah *design* dengan narasi yang melibatkan hasil identifikasi 4A's serta proses *shooting* di Desa Pedawa sebagai bentuk pengimplementasi *design* telah disepakati dan dilaksanakan sehingga menghasilkan *output* berupa video promosi. Tahap evaluasi video promosi berbasis *storynomics in tourism* dilakukan oleh ahli isi dan media serta hasil penilaian oleh *member check* dikategorikan layak dipergunakan kedepannya untuk mengembangkan destinasi wisata Desa Pedawa yang lebih maju.

Kata-kata kunci: Pengembangan, Video Promosi, Destinasi Wisata, *Storynomics In Tourism*, Desa Pedawa.

**DEVELOPMENT OF TOURISM DESTINATION PROMOTION VIDEO
BASED ON STORYNOMICS TOURISM IN PEDAWA TOURIST
VILLAGE BULELENG REGENCY**

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ABSTRACT

This study aims to obtain data related to the developing storynomics in touris-based promotional video in Pedawa Tourist Village, Buleleng Regency. This type of research is descriptive qualitative in research (Research & Development). The data collection method used is the method of observation, interviews and documentation. The instruments used in this study consisted of observation sheets and interview guidelines. The results of this study indicate that the development of a promotional video based on storynomcis in tourism is supported by 3 stages of development consisting of the planning stage, the production stage, the evaluation stage as well as the identification of the 4A's tourism potential (Attractions, Amenity, Accessibility and Ancillary). The research results from the identification of the 4A's tourism potential can support the creation of narratives containing information about living culture and culture as Tourism essence and other tourism potential as important elements storynomics in tourism. The results of the production stage by designing a design with a narrative involving the identification of 4A's and the shooting process in Pedawa Village as a form of implementing the design have been agreed upon and implemented to produce an output in the form of a promotional video. The evaluation stage of storynomics in tourism-based promotional videos was carried out by content and media experts and the results of the assessment by member checks were categorized as suitable for future use to develop more advanced Pedawa Village tourist destinations.

Keyword: Development, Promotion Video, Tourist Destinations, Storynomics Tourism, Pedawa Village.