

**PERANCANGAN VIDEO PROMOSI UNTUK
OBJEK WISATA BRAHMAVIHARA ARAMA
DI DESA BANJAR TEGEHA, KECAMATAN BANJAR, KABUPATEN
BULELENG**

ABSTRAK

Perancangan Video Promosi Untuk Objek Wisata Brahmavihara Arama Di Desa Banjar Tegeha, Kecamatan Banjar, Kabupaten Buleleng. Pandemi Covid-19 merupakan suatu wabah yang menyerang manusia dan berdampak pada kehidupan sosial. Pandemi Covid-19 mulai menyebar dari Cina hingga meluas ke seluruh dunia salah satunya negara Indonesia. Adanya pandemi Covid-19, pariwisata Indonesia mengalami penurunan drastis sehingga perekonomian menjadi terpuruk. Brahma Vihara Arama yang berlokasi di Desa Banjar Tegeha, Kecamatan Banjar, Kabupaten Buleleng, Bali juga menjadi salah satu tempat wisata yang mendapat dampak dari adanya pandemi Covid-19. Brahmavihara Arama merupakan tempat persembahyangan bagi umat Buddha. Brahmavihara Arama sebagai salah satu tujuan wisata di kawasan Buleleng. Sebagai salah satu tujuan wisata, vihara ini banyak dikunjungi wisatawan lokal maupun wisatawan mancanegara. Jumlah kunjungan sebelum pandemi sampai pandemi telah berakhir objek wisata Brahmavihara arama mengalami penurunan kunjungan secara drastis. Pada penelitian ini, peneliti merancang karya Desain Komunikasi Visual media promosi yang menarik dan dapat mendukung kebutuhan promosi dari wisata Brahmavihara Arama. Media utama dari penelitian ini adalah video dan juga media – media promosi pendukung lainnya yang dirancang oleh peneliti adalah sosial media post, tiket masuk, t-shirt, video vertikal, totebag, thumbnail youtube, stiker.

Kata Kunci : Brahmavihara Arama, Daya Tarik, Media Promosi

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Designing a Promotional Video for the Brahmavihara Arama Tourism Object in Banjar Tegeha Village, Banjar District, Buleleng Regency. The Covid-19 pandemic is an epidemic that attacks humans and has an impact on social life. The Covid-19 pandemic began to spread from China to spread throughout the world, one of which is Indonesia. With the Covid-19 pandemic, Indonesian tourism has experienced a drastic decline so that the economy has slumped. Brahma Vihara Arama which is located in Banjar Tegeha Village, Banjar District, Buleleng Regency, Bali is also one of the tourist attractions that has been affected by the Covid-19 pandemic. Brahmavihara Arama is a place of worship for Buddhists. Brahmavihara Arama as one of the tourist destinations in the Buleleng area. As a tourist destination, this monastery is visited by many local and foreign tourists. The number of visits before the pandemic until the pandemic has ended, the Brahmavihara arama tourist attraction has decreased drastically. In this study, researchers designed visual communication design works for promotional media that were attractive and could support the promotional needs of Brahmavihara Arama tourism. The main media for this research are video as well as other supporting promotional media designed by the researchers, namely social media posts, entrance tickets, t-shirts, vertical videos, totebags, YouTube thumbnails, stickers.

Keywords : *Brahmavihara Arama, attractiveness, promotion media*