

**PENGEMBANGAN VIDEO PROMOSI PADA TRADISI SABA DAHA
SEBAGAI DAYA TARIK WISATA BUDAYA DI DESA SEMBIRAN-
BULELENG**

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan proses pengembangan video promosi tradisi Saba Daha di Desa Sembiran dan menguji kelayakan video promosi tradisi *Saba Daha* di Desa Sembiran yang telah dikembangkan. Penelitian ini menggunakan teknik analisis data campuran yaitu deskriptif kualitatif dan kuantitatif dengan menggunakan instrumen pengumpulan data seperti observasi, wawancara, study dokumen dan angket untuk uji ahli materi, uji ahli media serta uji respon masyarakat. Proses pengembangan ini menggunakan model pengembangan 4D, yang terdiri dari *define* (pendefinisian), *design* (rancangan), *develop* (pengembangan), dan *disseminate* (penyebaran). Penelitian ini melibatkan 2 orang ahli materi, 2 orang ahli media dan 10 warga Desa Sembiran sebagai uji responden. Hasil penelitian menunjukkan bahwa pengembangan video promosi tradisi *Saba Daha* telah diterapkan sudah sesuai dengan tahapan-tahapan model pengembangan 4D. Hasil dari uji kelayakan video promosi berdasarkan penilaian dari kedua ahli materi dan ahli media dengan kategori sangat layak. Selain itu hasil dari respons warga Desa Sembiran sebagai uji responden terkait video promosi tradisi *Saba Daha* dengan kategori sangat layak. Oleh karena itu, video promosi tradisi *Saba Daha* dinyatakan layak untuk digunakan sebagai media promosi tradisi *Saba Daha* di Desa Sembiran.

Kata Kunci: Pengembangan, Video promosi, Tradisi Saba Daha, Model 4D

**DEVELOPMENT OF PROMOTIONAL VIDEO FOR THE SABA DAHA
TRADITION AS A CULTURAL TOURISM ATTRACTION IN
SEMBIRAN VILLAGE-BULELENG**

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ABSTRACT

This study aims to describe the process of developing a promotional video for the Saba Daha tradition in Sembiran Village and to test the feasibility of the promotional video for the Saba Daha tradition in Sembiran Village that has been developed. This study uses a mixed data analysis technique, namely qualitative and quantitative descriptive using data collection instruments such as observation, interviews, document studies and questionnaires for material expert tests, media expert tests and community response tests. This development process uses a 4D development model, which consists of define, design, develop, and disseminate. This study involved 2 material experts, 2 media experts and 10 residents of Sembiran Village as test respondents. The results of the study indicate that the development of the Saba Daha tradition promotional video has been implemented in accordance with the stages of the 4D development model. The results of the promotional video feasibility test based on the assessment of both material experts and media experts with a very feasible category. In addition, the results of the response of Sembiran Village residents as test respondents related to the Saba Daha tradition promotional video with a very feasible category. Therefore, the promotional video of the Saba Daha tradition is declared worthy to be used as a promotional media for the Saba Daha tradition in Sembiran Village.

Keywords: Development, Promotional video, Saba Daha tradition, 4D model