

“PERANCANGAN VIDEO PROMOSI TEMPAT WISATA GATEP LAWAS”

Oleh:

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ABSTRAK

Gatep Lawas adalah destinasi wisata alam di Desa Ambengan, Kecamatan Sukasada, Kabupaten Buleleng, Bali. Dengan daya tarik alam berupa aliran sungai jernih, hamparan sawah hijau, serta keunikan sistem irigasi Subak Tukad Nangka, destinasi ini menawarkan pengalaman wisata yang tenang dan asri. Namun, promosi yang kurang optimal melalui platform digital menyebabkan Gatep Lawas kurang dikenal oleh calon wisatawan. Penelitian ini bertujuan untuk merancang video promosi sebagai media utama, dilengkapi dengan media pendukung seperti kaos, tote bag, gantungan kunci, papan nama, dan banner. Proses perancangan melibatkan observasi, wawancara, dokumentasi, serta teknik sinematografi untuk menghasilkan konten visual yang menarik. Video berdurasi tiga menit ini dirancang dengan resolusi Full HD dan format naratif yang menonjolkan keindahan alam serta aktivitas unik di Gatep Lawas. Hasil perancangan diharapkan mampu meningkatkan daya tarik Gatep Lawas melalui strategi promosi digital, sehingga dapat memperluas jangkauan pasar wisatawan lokal maupun mancanegara, sekaligus mendukung pengembangan ekonomi lokal.

***“PROMOTIONAL VIDEO DESIGN FOR GATEP LAWAS TOURIST
DESTINATION”***

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ABSTRACT

Gatep Lawas is a natural tourist destination located in Ambengan Village, Sukasada District, Buleleng Regency, Bali. Featuring attractions such as clear rivers, lush green rice fields, and the unique Subak Tukad Nangka irrigation system, this destination offers a serene and refreshing travel experience. However, due to suboptimal promotion through digital platforms, Gatep Lawas remains relatively unknown to potential visitors. This study aims to design a promotional video as the primary medium, complemented by supporting materials such as T-shirts, tote bags, keychains, nameplates, and banners. The design process includes observation, interviews, documentation, and cinematographic techniques to produce visually engaging content. The three-minute video is created in Full HD resolution with a narrative format showcasing the natural beauty and unique activities of Gatep Lawas. The results are expected to enhance Gatep Lawas's appeal through effective digital promotion strategies, broadening its market reach to both local and international tourists while supporting local economic development.