

VIDEO PROMOSI WISATA RELIGI PURA RAMBUT SIWI DI JEMBRANA

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ABSTRAK

Pura Rambut Siwi adalah salah satu pura Dang Kahyangan Jagat yang terletak di Kabupaten Jembrana Bali. Lokasi pura utama berada di atas tebing pinggir pantai, berlatar belakang pemandangan alam laut, sehingga suasana indah, tenang, damai dan penuh aura spiritual. Penelitian ini dilakukan karena kurangnya media informasi yang menjelaskan tentang pelinggih-pelinggih di kawasan Pura Rambut Siwi. Maka dari itu dibuatlah media promosi berbasis video tentang Wisata Religi Pura Rambut Siwi di Jembrana agar dapat memberikan informasi terhadap masyarakat luas mengenai pura ini. Tujuan yang ingin dicapai yaitu membuat *storyboard* dan membuat Video Promosi Wisata Religi Pura Rambut Siwi di Jembrana. Dalam pengambilan data digunakan metode MDLC (*Multimedia Development Life Cycle*) yang meliputi *Concept, Design, Obtaining Content Material, Assembly, Testing, dan Distribution*. *Software* yang digunakan dalam pembuatan Video Promosi Wisata Religi Pura Rambut Siwi di Jembrana ini menggunakan *software Adobe Premiere Pro* sebagai video editor. Dengan dibuatnya video promosi ini diharapkan dapat memajukan pariwisata yang ada di Kabupaten Jembrana khususnya wisata religi. Melalui video tersebut masyarakat dapat memperoleh informasi yang lebih luas tentang objek wisata religi di Kabupaten Jembrana. Adapun hasil uji ahli media oleh Pakar I diperoleh persentase pencapaian sebesar 79 % dan berada pada kualifikasi sangat baik, sementara hasil uji ahli media oleh Pakar II diperoleh persentase pencapaian sebesar 70% dengan kualifikasi baik. Berdasarkan hasil uji ahli materi oleh Pakar I diperoleh persentase pencapaian sebesar 80% dengan kualifikasi sangat baik, sementara hasil uji ahli oleh Pakar II diperoleh persentase pencapaian sebesar 95% dengan kualifikasi sangat baik. Adapun keterbatasan dalam penelitian ini adalah terdapat beberapa pura yang pengambilan gambarnya dilakukan dari luar areal pura dikarenakan keterbatasan akses untuk memasuki pura.

Kata Kunci: Video Promosi, Objek Wisata Religi, Jembrana

VIDEO PROMOTION OF RELIGIOUS TOURISM OF RAMBUT SIWI TEMPLE IN JEMBRANA

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ABSTRACT

Rambut Siwi Temple is one of the Dang Kahyangan Jagat temples located in Jembrana Regency, Bali. The location of the main temple is on a cliff by the beach, with a natural sea background, so the atmosphere is beautiful, calm, peaceful and full of spiritual aura. This research was conducted due to the lack of information media explaining the *pelelingih-pelelingih* in the area of Rambut Siwi Temple. Therefore, a video-based promotional media on the Religious Tourism of Rambut Siwi Temple in Jembrana was created in order to provide information to the wider community about this temple. The goal to be achieved is to create a *storyboard* and create a video for the promotion of religious tourism at Rambut Siwi Temple in Jembrana. In retrieving data, the MDLC (method is used *Multimedia Development Life Cycle*) which includes *Concept, Design, Obtaining Content Material, Assembly, Testing, and Distribution*. The software used in making the Rambut Siwi Temple Religious Tourism Promotion Video in Jembrana uses *Adobe Premiere Pro software* as a video editor. With the making of this promotional video, it is hoped that it can promote tourism in Jembrana Regency, especially religious tourism. Through the video, the public can get broader information about religious tourism objects in Jembrana Regency. The results of the media expert test by Expert I obtained an achievement percentage of 79% and were in very good qualifications, while the results of the media expert test by Expert II obtained an achievement percentage of 70% with good qualifications. Based on the results of the material expert test by Expert I, the percentage of achievement was 80% with very good qualifications, while the results of the expert test by Expert II obtained an achievement percentage of 95% with very good qualifications. The limitations in this study are that there are several temples whose pictures are taken from outside the temple area due to limited access to enter the temple.

Keywords: Promotion Videos, Religious Tourism Objects, Jembrana