

**PENGEMBANGAN MEDIA PROMOSI DAYA TARIK WISATA BRAHMA
VIHARA ARAMA**

Oleh

Kadek Dedi Ariawan

NIM. 1715011020

Program Studi Pendidikan Kesejahteraan Keluarga

Jurusan Teknologi Industri

Fakultas Teknik dan Kejuruan

Universitas Pendidikan Ganesha

Email: kadekdediariawan15@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengetahui langkah-langkah pengembangan media promosi daya tarik wisata Brahma Vihara Arama dan kelayakan media yang telah dibuat. Metode yang digunakan dalam penelitian ini adalah metode penelitian dan pengembangan (*Research & Development*) dengan model ADDIE. Instrumen yang digunakan dalam pengambilan data adalah berupa angket. Hasil penelitian dengan model *Analysis, Design, Development, Implementation, dan Evaluation* adalah (1) Sebuah produk berupa video promosi daya tarik wisata Brahma Vihara Arama. (2) Hasil penilaian ahli isi menyatakan “Sangat Layak” sebagai media promosi daya tarik wisata. Hasil penilaian oleh ahli media menyatakan media promosi daya tarik wisata Brahma Vihara Arama “Layak” digunakan sebagai media promosi. Hasil penilaian oleh responden menyatakan bahwa media yang dikembangkan “Sangat Layak” sebagai media promosi daya tarik wisata Brahma Vihara Arama.

Kata Kunci: Pengembangan Media, Daya Tarik Wisata, Brahma Vihara Arama

**DEVELOPMENT OF BRAHMA VIHARA ARAMA TOURISM
ATTRACTION PROMOTION MEDIA**

By

Kadek Dedi Ariawan

NIM. 1715011020

Family Welfare Education Study Program

Industrial Technology Department

Engineering and Vocational Faculty

Ganesha University of Education

Email: kadekdediariawan15@gmail.com

ABSTRACT

This study aims to determine the steps for developing the Brahma Vihara Arama tourist attraction promotion media and the feasibility of the media that has been made. The method used in this study is a research and development method (Research & Development) with the ADDIE model. The instrument used in data collection is a questionnaire. The results of the research using the Analysis, Design, Development, Implementation, and Evaluation models are (1) A product in the form of a promotional video for the Brahma Vihara Arama tourist attraction. (2) The results of the content expert's assessment stated "Very Eligible" as a tourist attraction promotion media. The results of the assessment by media experts stated that the promotional media for the Brahma Vihara Arama tourist attraction was "Eligible" to be used as a promotional media. The results of the assessment by respondents stated that the media developed was "Very Appropriate" as a medium for promoting the tourist attraction of Brahma Vihara Arama.

Keywords: Media Development, Tourist Attraction, Brahma Vihara Arama