

## **ABSTRACT**

*Pekalongan is a city in Central Java Province, Indonesia. The city is located on the north coast of Java, about 106 km east of Semarang. The city of Pekalongan has a long history as the center of the batik trade in Java, and until now batik is still one of the main industries in this city. Apart from batik, this city also has attractive tourism potential, such as its natural tourism which is dominated by beach tourism. However, there are still not many people who are interested in visiting natural attractions in Pekalongan City (Pasisir Kencana Tourism Park, PPNP Marine Tourism, Crematorium Beach, Pekalongan Mangrove Park, and Slamaran Indah Beach). promotion. Therefore, an interesting promotion is needed, namely in the form of a video. Video was chosen because it has a wide reach and looks attractive because it combines images and audio that can be enjoyed and applied through any digital media. Apart from the main media in the form of videos, this design also has supporting media in the form of posters, Instagram feeds, key chains, trailers, thumbnails and stickers. This supporting media is to expand capabilities and enrich the main media experience, namely video. The research method used is a qualitative descriptive method using 5W+1H. 5W+1H stands for Who (Who), What (What), When (When), Where (Where), Why (Why), and How (How) which are basic questions in depth journalism and research. By using these 5W+1H, it can be ensured that the author has collected complete and accurate information about the events, situations or problems in this research. This design uses the concept of Cinematic Moody Look with Voice Narration. The results of designing a nature tourism promotion video will be used as promotional media for the Pekalongan City Tourism Office, in order to increase the attractiveness of natural tourism in Pekalongan City.*

*Keywords: Promotional video, nature tourism, Pekalongan*