

ABSTRACT

A tourist village is a coronation for a village that has potential attraction as a tourist destination. Banyumas Regency has 21 tourist villages, including the Karangtengah Tourism Village which has great potential to become a leading tourist destination because of its exotic natural beauty. However, many people do not know about the existence of this village and have experienced a decline in tourist visits. The aim of this design is to create a promotional video to introduce and increase tourist visits to the Karangtengah Tourism Village. The research used qualitative methods and SWOT analysis. This promotional video has a tourist exploration concept, where someone visits a tourist attraction, which will be uploaded to the DINPORABUDPAR YouTube account. Supporting media such as posters, Instagram Reels, TikTok, tote bags and hats will be used to support the main media. It is hoped that the results of this design will encourage an increase in the number of tourist visits to the Karangtengah Tourism Village. With increased visits, it is hoped that a positive impact will be created on the local economy. Through this video, the author hopes to convey the message that Karangtengah Tourism Village is a tourist destination worth visiting and exploring.

Keyword: *promotional video, tourist village, new zealand banyumas, karangtenga*

