

ABSTRACT

Rapid technological advances in the food business sector have affected a wide variety of types of food, ranging from fast food and contemporary food, which can cause the popularity of traditional regional food to shift. However, this technological development can be used to promote traditional food, one of which is by making commercial advertising videos. The general public, especially teenagers, have more interest in video content. This is due to the use of technology in the form of smartphones and the internet which has interested. Based on the explanation above, the author takes the title "Video Iklan Nasi Gandul Pak Meled Khas Pati Untuk Meningkatkan Brand Awareness". This study uses a descriptive qualitative approach. The types of data in this study are primary data and secondary data. The object of this research is Pak Meled's nasi gandum. The subjects in this study were local and out-of-town visitors who visited nasi gandum stalls and young people in around Pak Meled nasi gandum. Data collection techniques used by the authors in this study are observation, interviews, and documentation. The method of data analysis in the research that will be carried out uses the SWOT method. Next is the process of pre-production, production and post-production, where the pre production process includes storyscripts and storyboards. The production process is doing the shooting. Post-production process i.e. video editing and adding music. The output of this study is in the form of a commercial advertisement for nasi gandum as the main medium. The commercial advertisement video for nasi gandum shows a bit of the process of making nasi gandum and shows 2 talents enjoying nasi gandum, as well produce supporting media in the form of Instagram feeds, posters, t-shirts, stickers, video teasers to help disseminate information from the main media.

Keywords: advertising videos, nasi gandum, brand awareness