

ABSTRACT

Pantai Indah Widarapayung in one of the black sand beaches located in the Cilacap Regency. This beach is located in Widarapayung Village, Binangun District, Cilacap Regency, Central Java Province. One potential that can be developed in this beach is surfing. However, due to limited human resources, the promotion to attract tourist has not been optimal. With this background, researchers design an advertisement video that aims to provide information about surfing at Pantai Indah Widarapayung. The advertisement video is chosen as the main media promotion that will be uploaded on social media to easily be accessed by the public. By making this advertisement video design, it is expected to attract the interest and invite tourist to visit Pantai Indah Widarapayung. As a complement to the main media, the researcher made supporting media such as a posters, leaflets, CD covers, DVD labels, and keychains. The research method used is qualitative research using SWOT. This advertisement video design uses the concept of cinematography. This design produces an effective video as a promotion medium for Pantai Indah Widarapayung.

Keyword: *Video Advertisement, Promotion, Widarapayung Beach.*