

ABSTRACT

Fort Pendem is a heritage fortress from the Netherlands for the Dutch defense from enemy attacks. Fort Pendem is a pride because it is a historical heritage site. Promotions that are less than optimal cause a lack of visitor interest. The design objective is to provide information to the public as a promotional need for Benteng Pendem. The advertising video was chosen as a promotional medium and an introduction to Fort Pendem, which will later be uploaded on social media. By designing this advertising video, it is hoped that visitors will be able to find out the history of the remains of Fort Pendem. So that it can be an alternative tour of Cilacap City. The method used is a qualitative research method that aims to explain and know a problem in detail and uses a SWOT analysis. One level of success depends on the media used. Good, effective and appropriate media selection is needed to produce good quality advertising videos that are watched by the public. In addition, researchers will also make other supporting media such as posters, brochures, teasers and Instagram feeds as a complement to the main media. By designing this advertising video, it is hoped that potential visitors will be interested and visit Fort Pendem Cilacap.

Keywords: *Advertising videos, promotions, Fort Pendem, historical tours, Cilacap*