

ABSTRACT

Banjarpanepen is a village located in Banyumas Regency, Central Java, which has many tourism potentials such as Curug Klapa, Bukit Pangaritan, Kalicawang, and Watu Jonggol. Banjarpanepen has long been designated as a tourist village but is rarely heard of due to limitations in promotion. In order to introduce the tourism attractions in Banjarpanepen, more serious promotional efforts need to be undertaken. The purpose of this research is to introduce the natural tourism potentials in Banjarpanepen. This design uses a qualitative method with data collection through observation, interviews, questionnaires, and documentation. The subsequent process involves pre-production, production, and post-production, where the pre-production process includes script writing, concept of filming, storyboard, narration, and talent selection. The production process involves the filming process. The post-production process includes editing footage, adding effects, color grading, text, audio, and rendering. This research produces a promotional video titled "Explore Banjarpanepen" as the main media. The video showcases the beauty of natural attractions through a cinematic visual narrative with a well-planned direction, script, cinematography, artistry, sound design, and editing. This promotional video is aimed at target audiences who enjoy nature tourism and activities like adventure or traveling, especially in the Central Java region and beyond, with an age range of 17-45 for both men and women. This promotional video is distributed through YouTube, Instagram, and TikTok, supported by promotional materials such as posters, Instagram feed, teaser videos, keychains, stickers, and tote bags. The production team involved in this project includes a director, producer, cameraman, talent, narrator writer, voice-over artist, and editor. The results of this research provide an interesting and informative overview of the natural tourism potentials in Banjarpanepen, as well as effective distribution strategies through social media and other supporting platforms.

Keywords: Promotional Video, Banjarpanepen Tourism, Social Media.