

THE MAKING OF PROMOTIONAL VIDEO OF TOURISM OBJECTS IN NORTH SUMATRA

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ABSTRACT

Tourism is very important in Indonesia. Therefore, there are many ways to promote tourism. One of them is through video. In promoting tourism in North Sumatra, many people have made tourism videos but there is still a lot of unclear information. In addition, the tourism office of Medan city also made a promotional video about the list of tourism in North Sumatra, especially the city of Medan. Therefore, this profile video about tourism aims to help people or tourists who want to visit North Sumatra, especially Medan. This research method is descriptive. There are several steps in making this video such as collecting data, creating manuscripts, recording sound and the final process is editing the video to the end. This video contains seven tourist attractions. This video can be used to help students, Medan tourism office, local community and international community to more easily get information about the history and tourist destinations in North Sumatra, especially Medan.

Keywords: *Profile Video, Tourism, Dubber, International Community, North Sumatra.*