

THE MAKING OF A PROMOTIONAL VIDEO OF KETAPANG BEACH IN RUPAT ISLAND

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ABSTRACT

This final project aimed to produce a promotional video of Ketapang Beach in Rupert Island as a digital promotional medium to introduce its tourism potential and attract more visitors. The purpose of this study was to describe the processes of making the promotional video. This study employed a descriptive qualitative method. The data were collected through observation and documentation conducted at Ketapang Beach. The production process included collecting data, preparing the narration script, recording video footage and voice-over, editing the video using CapCut, adding subtitles and background music, and publishing the final product on YouTube. The result of this final project is a promotional video with a duration of 3 minutes and 13 seconds in 1080p (Full HD) resolution. The video presents the natural beauty, visitor facilities, accessibility, and various recreational activities available at Ketapang Beach. It also provides information about the location and attractions of the destination through narration, subtitles, and visual footage. Therefore, the promotional video can be used as a digital promotional medium to introduce Ketapang Beach to a wider audience.

Keywords: *Promotional Video, Tourism Promotion, Ketapang Beach, Rupert Island, Digital Media.*