

Abstract

Tourism is one of the important sectors that is very promising towards improving the Indonesian economy and is one of the country's largest foreign exchange earners, one of which is the Sindangbarang Cultural Village, Bogor, seeing its existence in the middle of the village so that this attraction can be used as a place to relax your mind from noise and unwind. As is currently the case with videos and promotions that do not get attention The aim of this research is to promote and provide information about the Sindangbarang Cultural Village which is one of the interesting places to visit. Data collection techniques used are interviews, the distribution of Observation Questionnaire and Matrix Analysis. This final project is carried out to increase the visit and income of the local community..

Keywords: Promotion, Video, Sindangbarang Cultural Village, cultural tourism.