

ABSTRACT

Indonesia is an agrarian country that has the potential of natural resources that should be able to provide most of the jobs for the Indonesian population. The agricultural and livestock sectors take an important role in the production of produce, especially food security. The profession of farmers and ranchers has an important role in the development of the agricultural sector in Indonesia. However, it will not be realized easily due to the lack of interest of the younger generation to go into agriculture which causes the absence of regeneration of farmers. The design of this Pratani promotional video was made to increase the interest of the younger generation in order to be able to entrepreneurship in agriculture and livestock. This design uses methods of collecting observational data, interviews, questionnaires, and literature studies. Design analysis methods use matrix analysis and questionnaire data analysis.

Keywords: Promotional Videos, Agriculture, Ranching