

ABSTRAK

TOURISM PROMOTIONAL VIDEO DESIGN OF BETAWI CULTURAL VILLAGE SETU BABAKAN

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Setu Babakan Betawi Cultural Village has a myriad of tourism potential. However, the process of promoting the Betawi Cultural Village of Setu Babakan is not yet optimal and promoting process of this tourism object is not well known by the people of Jakarta and its surroundings. In this study the author plans to design a tourism promotion video to provide information that attracts tourists' attention. The data collection process was carried out by studying literature on various relevant theories, field observations and observations of visual objects in several tourism promotion videos, interviews with experts and practitioners. The results of this design will present cultural tourism information at the Setu Babakan Betawi Cultural Village in the hope of helping the promotion process and increasing tourism attractiveness.

Keywords : Promotional Video, Tourism, Betawi Traditional Culture