

ABSTRACT

Curug Ceheng is a hidden waterfall located in the Baturraden tourist area, precisely in Gandatapa village, Sumbang District, Banyumas Regency, Central Java. This waterfall offers stunning natural beauty with a height of around 30 meters and is surrounded by dense, unspoiled forests. However, Ceheng Waterfall itself does not have management in terms of promotion and after the Covid-19 pandemic, Ceheng Waterfall experienced a decline in visitors. With the existing problems, researchers will design a promotional video with the aim of providing information to the public regarding the promotional needs for Ceheng Waterfall. The promotional video chosen as the main promotional media and introduction to Ceheng waterfall tourism will later be uploaded on social media. Apart from that, researchers will also create supporting media for guidemaps, t-shirts, tumblers, hats and barcodes in each supporting media design to facilitate the delivery of promotional videos as the main complementary media. By designing this promotional video, it is hoped that visitors will be able to find out information about the Ceheng waterfall clearly so that it can become an alternative natural tourist attraction in Banyumas City. The method used is a qualitative research method using SWOT. The design of this promotional video uses a cinematic infographic concept so that the information conveyed can be understood clearly. This role produces effective videos for promotional media.

Keywords: Videography, Promotion, Ceheng waterfall.