

ABSTRAK

Desa Wisata Alahan Panjang memiliki potensi alam yang luar biasa, seperti danau, pegunungan, dan hamparan perkebunan yang indah. Namun, potensi ini belum sepenuhnya dimanfaatkan secara maksimal untuk menarik wisatawan, baik lokal maupun internasional. Penelitian ini bertujuan untuk merancang media promosi yang efektif guna meningkatkan daya tarik wisata Desa Alahan Panjang. Metode perancangan media promosi yang digunakan meliputi analisis SWOT, identifikasi target pasar, dan pengembangan konsep desain yang sesuai dengan karakteristik desa. Media promosi yang dihasilkan meliputi brosur, video promosi, website, serta konten media sosial. Dengan adanya strategi promosi yang terintegrasi dan berbasis digital, diharapkan kunjungan wisatawan ke Desa Wisata Alahan Panjang dapat meningkat, sehingga berdampak positif pada perekonomian masyarakat setempat. Hasil penelitian menunjukkan bahwa media promosi yang dirancang mampu menarik perhatian target pasar dan meningkatkan kesadaran akan potensi wisata desa tersebut.

Kata Kunci: video promosi, desa wisata, Alahan Panjang, pariwisata, perancangan media.

ABSTRACT

Alahan Panjang Tourism Village has tremendous natural potential, such as lakes, mountains, and beautiful plantations. However, this potential has not been fully utilized to the maximum to attract tourists, both local and international. This research aims to design effective promotional media to increase the tourist attractiveness of Alahan Panjang Village. The method of designing promotional media used includes SWOT analysis, identification of target markets, and development of design concepts that are in accordance with the characteristics of the village. The resulting promotional media include brochures, promotional videos, websites, and social media content. With an integrated and digital-based promotional strategy, it is expected that tourist visits to Alahan Panjang Tourism Village can increase, thus having a positive impact on the economy of the local community. The results showed that the promotional media designed were able to attract the attention of the target market and increase awareness of the village's tourism potential.

Keywords : promotional video, tourism village, Alahan Panjang, tourism, media design.