

ABSTRAK

Kawasan Pandan View Mandeh Resort and Resto. *Resort and Resto* ini merupakan kawasan wisata yang memiliki suasana ganda, karena di sana selain kita bisa merasakan suasana bukit kita bisa langsung merasakan suasana pantai. Terletak di Jln.Mandeh, Ampang Pulai, Koto XI Tarusan, Kabupaten Pesisir Selatan. Perancangan Video Promosi Pandan View Mandeh Perancangan membutuhkan data-data yang akan membantunya dalam proses media promosi, dimana dilakukan melalui observasi, wawancara, dan studi pustaka. Dari data, dilakukan dengan menggunakan metode analisis data yaitu teori analisis S.W.O.T membahas mengenai kekuatan audio visual dan melihat dari sisi kelemahan yang menjadi motivasi untuk meningkatkan pesan dalam audio visual , dan melihat respon dari masyarakat tentang Wisata Pandan View Mandeh Resort. Proses perancangan menghasilkan media utama berupa audio visual yang menampilkan tayangan villa – villa, rumah kayu, dan pantai, beberapa penunjang dari villa – villa, rumah kayu, dan pantai yang ada di kawasan Pandan View Mandeh Resort seperti suasana, dan tempat yang bisa dikunjungi. Audio visual Pandan View Mandeh Resort sebagai media promosi dilengkapi media pendukung seperti Sosial Media (Youtube), Poster, X-Banner, Spanduk, Botol Minuman, Tote Bag, Flayer, Stiker.

Kata kunci : Audio Visual, Branding, Media Promosi, Wisata, Pandan View Mandeh.

ABSTRACT

Pandan View Mandeh Resort and Restaurant Area. This Resort and Restaurant is a tourist area that has a double atmosphere, because apart from being able to feel the atmosphere of the hills, we can also directly feel the atmosphere of the beach. Located on Jln. Mandeh, Ampang Pulau, Koto XI Tarusan, Pesisir Selatan Regency. Designing the Pandan View Mandeh Promotional Video Design requires data that will assist in the promotional media process, which is carried out through observation, interviews and literature study. From this data, was carried out using the data analysis method, namely the S.W.O.T analysis theory, discussing the advantages of audio-visual and looking at weaknesses that were the motivation to improve the message in audio-visual, and looking at the response. from the public regarding Pandan View Mandeh Resort Tourism. The design process produces the main media in the form of audio visuals which display views of villas, wooden houses and beaches, several supporting elements of villas, wooden houses and beaches in the Pandan View Mandeh Resort area such as the existing atmosphere and places. can be visited. Pandan View Mandeh Resort's audio visual as promotional media is equipped with supporting media such as Social Media (Youtube), Posters, X-Banners, Banners, Drink Bottles, Tote Bags, Flayers, Stickers.

Keywords: *Audio Visual, Branding, Promotional Media, Tourism, Pandan View Mandeh*