

ABSTRAK

Pengembangan suatu tempat yang dijadikan daerah pariwisata diharapkan menjadi sumber dan potensi kegiatan ekonomi yang dapat diandalkan yang mampu menggalakkan kegiatan ekonomi, termasuk kegiatan sektor lain sehingga lapangan pekerjaan, pendapatan masyarakat, pendapatan daerah. Penelitian dilakukan di Kecamatan Batang Asai. Beberapa objek wisata yang ada di Batang asai adalah: danau kaco, minyak wajang wali, air terjun telun tujuh, air terjun mudek riban, arum jeram ma. Talang, dan masih banyak lagi yang belum di explore. Dengan masih banyaknya wisata di Batang Asai yang belum terekspose oleh media maupun masyarakat secara keseluruhan. Pemilihan lokasi dilakukan secara sengaja (*purposive*) dengan pertimbangan bahwa daerah tersebut memiliki destinasi yang sangat indah di Kabupaten Sarolangun. Pemerintah Kecamatan Batang Asai memilik beberapa objek wisata yang masih terjaga keasrian dan kelestariannya. Tujuan penelitian ini yaitu untuk merancang video promosiobjek wisata di Kecamatan Batang Asai, untuk mengetahui apa saja keindahan alam yang ada di Kecamatan Batang Asai. Metode penelitian yang digunakan yaitu deskriptif kuantitatif. Teknik analisis data yaitu menggunakan 5W1H (What, Who, When, Where, Why, How) dan SWOT. Hasil penelitian menjelaskan objek wisata yang terdapat di Kecamatan Batang Asai Sarolangun belum memilik video promosi wisata yang mencakup objek wisata secar menyeluruh.

Kata Kunci: Video promosi, Pariwisata, Batang Asai, Sarolangun.

ABTRACT

The development of a place that is used as a tourism area is expected to become a reliable source and potential for economic activity that is able to promote economic activity, including activities in other sectors, resulting in employment opportunities, community income, and regional income. The research was conducted in Batang Asai District. Some of the tourist attractions in Batang Asai are: Kaco Lake, Oil Wayang Wali, Telun Tujuh Waterfall, Mudek Riban Waterfall, Ma Rafting. Talang, and many more that have not been explored. There are still many tourist attractions in Batang Asai that have not been exposed by the media or society as a whole. The location selection was carried out purposively with the consideration that the area has a very beautiful destination in Sarolangun Regency. The Batang Asai District Government has several tourist attractions whose beauty and sustainability are still maintained. The aim of this research is to design promotional videos for tourist attractions in Batang Asai District, to find out what natural beauty there is in Batang Asai District. The research method used is quantitative descriptive. The data analysis technique is using 5W1H (What, Who, When, Where, Why, How) and SWOT. The results of the research explain that tourist attractions in Batang Asai Sarolangun District do not yet have tourism promotional videos that cover tourist attractions in a comprehensive manner.

Keywords: *Videon promotion, Tourism, Batang Asai, Sarolangun*