

INTISARI

Penelitian ini bertujuan untuk menerapkan teknik sinematik seperti Aerial Shot, Time Lapse, dan Slow Motion dalam pembuatan video promosi Pemandian Air Panas Guci di Kabupaten Tegal guna meningkatkan daya tarik visual dan citra destinasi. Metode yang digunakan mencakup observasi, wawancara, dan kuesioner dengan pendekatan deskriptif kuantitatif dan kualitatif. Proses produksi video dilakukan melalui tahap pra-produksi, produksi, dan pasca-produksi, serta diuji melalui alpha dan beta testing. Hasil penelitian menunjukkan bahwa teknik sinematik mampu meningkatkan persepsi positif, ketertarikan emosional, dan minat kunjung audiens, khususnya dari segmen keluarga, Gen Z, dan pasangan muda. Penelitian ini memberikan kontribusi praktis bagi pengembangan promosi pariwisata berbasis visual modern.

Kata kunci: Video promosi, teknik sinematik, aerial shot, Pemandian Guci, pariwisata digital.

ABSTRACT

This study aims to apply cinematic techniques such as Aerial Shot, Time Lapse, and Slow Motion in the production of a promotional video for Guci Hot Spring in Tegal Regency to enhance its visual appeal and destination image. The research used descriptive qualitative and quantitative methods through observation, interviews, and questionnaires. The video production followed pre-production, production, and post-production stages, and was evaluated through alpha and beta testing. Results show that cinematic techniques effectively improved audience perception, emotional engagement, and interest in visiting, especially among families, Gen Z, and young couples. This study offers practical contributions to modern, visually-driven tourism promotion strategies.

Keywords: promotional video, cinematic technique, aerial shot, slow motion, Guci.

