

INTISARI

Penelitian ini bertujuan untuk memperkenalkan potensi Wisata Alam Damar Payung di Desa Kotayasa, Kecamatan Sumbang, Banyumas, melalui media video promosi dengan menggunakan metode ADDIE (Analysis, Design, Development, Implementation, Evaluation). Latar belakang penelitian adalah keterbatasan media promosi profesional yang dimiliki Damar Payung, sehingga destinasi ini kurang dikenal dibanding objek wisata lain di Banyumas. Metode ADDIE diterapkan secara sistematis mulai dari analisis kebutuhan, perancangan konsep visual dan naskah, pengembangan video melalui proses produksi dan editing, implementasi distribusi melalui platform Instagram, hingga evaluasi berdasarkan respon awal audiens. Data penelitian dikumpulkan melalui observasi, wawancara, serta studi pustaka. Hasil penelitian menunjukkan bahwa video promosi yang dihasilkan mampu memperkenalkan keindahan alam, nilai sejarah, serta aktivitas wisata Damar Payung secara informatif dan menarik. Evaluasi awal menunjukkan respon positif dari pengelola wisata maupun audiens, sehingga video dinilai layak digunakan sebagai media promosi digital. Dengan demikian, penelitian ini berhasil mencapai tujuan utamanya, yaitu menghadirkan media promosi berbasis video untuk memperkenalkan Wisata Damar Payung kepada masyarakat luas.

Kata kunci: Video, Promosi, Pariwisata, Media sosial, Instagram.

ABSTRACT

This study aims to introduce the tourism potential of Damar Payung Nature Park in Kotayasa Village, Sumbang, Banyumas, through a promotional video developed using the ADDIE method (Analysis, Design, Development, Implementation, Evaluation). The research background lies in the lack of professional promotional media, which makes Damar Payung less recognized compared to other tourist destinations in Banyumas. The ADDIE method was applied systematically, starting from needs analysis, visual and script design, video production and editing, implementation through Instagram distribution, and evaluation based on audience responses. Data were collected through observation, interviews, and literature review. The results show that the produced promotional video successfully introduces Damar Payung's natural beauty, historical value, and tourism activities in an informative and appealing way. Initial evaluations indicated positive responses from both the tourism manager and audiences, proving that the video is feasible to be used as digital promotional media. Thus, this research has achieved its primary objective, which is to introduce Damar Payung Nature Park through a structured promotional video.

Keywords: Video, Promotion, Tourism, Social media, Instagram.