

INTISARI

Penelitian ini berjudul “Perancangan Video Promosi Objek Wisata Goa Lawa di Kabupaten Purbalingga Menggunakan Teknik Aerial Shot dan Tracking Shot” yang bertujuan untuk merancang video promosi wisata Goa Lawa (Golaga) dengan pendekatan visual sinematografi guna meningkatkan daya tarik wisata melalui media digital. Penelitian ini dibatasi pada penggunaan dua teknik pengambilan gambar, yaitu Aerial Shot dan Tracking Shot. Metode yang digunakan meliputi observasi langsung di lokasi, wawancara dengan pengelola wisata, studi literatur, serta penyebaran kuesioner kepada responden. Tahapan produksi dilakukan melalui proses pra-produksi, produksi, dan pasca-produksi dengan memperhatikan sudut pengambilan gambar yang mampu menonjolkan karakteristik utama Goa Lawa. Teknik Aerial Shot digunakan untuk menampilkan keindahan lanskap dan suasana alam sekitar, sedangkan Tracking Shot digunakan untuk memberikan pengalaman visual yang eksploratif di dalam goa. Berdasarkan hasil analisis kuesioner, mayoritas responden memberikan tanggapan positif terhadap kualitas visual video, daya tarik konten, dan keefektifan penyampaian informasi wisata. Dengan demikian, penggunaan teknik Aerial Shot dan Tracking Shot dalam video promosi terbukti mampu meningkatkan citra dan daya tarik Goa Lawa secara visual serta berpotensi menarik lebih banyak kunjungan wisatawan di era digital saat ini.

Kata kunci: video promosi, Goa Lawa, Aerial Shot, Tracking Shot, sinematografi

ABSTRACT

This research, entitled "Designing a Promotional Video for the Goa Lawa Tourist Attraction in Purbalingga Regency Using Aerial Shot and Tracking Shot Techniques," aims to design a promotional video for the Goa Lawa (Golaga) tourist attraction with a cinematography visual approach to enhance its appeal through digital media. This research is limited to the use of two shooting techniques, namely Aerial Shot and Tracking Shot. The methods used include direct observation on site, interviews with tourism managers, literature studies, and the distribution of questionnaires to respondents. The production stages are carried out through pre-production, production, and post-production processes, paying attention to shooting angles that can highlight the main characteristics of Goa Lawa. The Aerial Shot technique is used to showcase the beauty of the landscape and the surrounding natural atmosphere, while Tracking Shot is used to provide an exploratory visual experience inside the cave. Based on the results of the questionnaire analysis, the majority of respondents gave positive responses to the visual quality of the video, the attractiveness of the content, and the effectiveness of conveying tourism information. Thus, the use of Aerial Shot and Tracking Shot techniques in promotional videos has been proven to be able to enhance the image and appeal of Goa Lawa visually and has the potential to attract more tourist visits in the current digital era.

Keywords: promotional video, Goa Lawa, Aerial Shot, Tracking Shot, cinematography