

INTISARI

Perkembangan teknologi informasi dan komunikasi memberikan pengaruh besar terhadap berbagai sektor kehidupan, termasuk bidang pariwisata, khususnya dalam mempermudah penyampaian informasi dan promosi destinasi wisata kepada masyarakat luas. Di era digital, promosi destinasi wisata menjadi faktor penting dalam meningkatkan daya tarik serta minat kunjungan wisatawan. Curug Kembar dan Curug Juneng merupakan destinasi wisata alam di Kabupaten Banyumas yang memiliki potensi keindahan alam yang menarik. Namun, media informasi dan promosi yang belum terkelola dengan baik, menyebabkan informasi destinasi wisata tersebut belum tersampaikan secara lengkap mengenai keunikan curug, akses lokasi, dan fasilitasnya, sehingga target kunjungan wisata belum tercapai. Penelitian ini bertujuan mendukung pengenalan destinasi wisata lokal melalui media audiovisual yang menarik dan informatif, yaitu video profil. Metode penelitian yang digunakan meliputi observasi, wawancara, studi pustaka, dokumentasi dan kuesioner. Proses pembuatan video menerapkan teknik *live shoot* dan *motion graphics* dengan metode pengembangan *Multimedia Development Life Cycle (MDLC)*. Hasil penelitian berupa video profil berdurasi 7 menit. Berdasarkan pengujian beta, diperoleh nilai rata-rata 92,12% dengan kategori Sangat Setuju, yang menunjukkan video mampu menyampaikan informasi secara efektif sebagai media informasi dan promosi.

Kata kunci: video profil, destinasi wisata, motion graphics, live shoot, Skala Likert, Multimedia Development Life Cycle (MDLC)

ABSTRACT

The development of information and communication technology has had a major impact on various sectors of life, including tourism, particularly in facilitating the dissemination of information and promotion of tourist destinations to the wider community. In the digital era, the promotion of tourist destinations has become an important factor in increasing their attractiveness and tourist interest. Curug Kembar and Curug Juneng are natural tourist destinations in Banyumas Regency that have the potential for natural beauty. However, information and promotional media that are not well managed have resulted in incomplete information about the uniqueness of these waterfalls, their location, and facilities, so that the target number of tourist visits has not been achieved. This study aims to support the introduction of local tourist destinations through attractive and informative audiovisual media, namely profile videos. The research methods used include observation, interviews, literature study, documentation, and questionnaires. The video production process applies live shoot and motion graphics techniques using the Multimedia Development Life Cycle (MDLC) method. The research result is a 7-minute profile video. Based on beta testing, an average score of 92.12% was obtained in the Strongly Agree category, indicating that the video is effective in conveying information as a medium for information and promotion.

Keywords: profile video, tourist destinations, motion graphics, live shoot, Likert scale, Multimedia Development Life Cycle (MDLC)