

INTISARI

Penelitian ini berjudul Analisis Metode Sinematografi Pada Video Profil Desa Wisata Cikakak (Gelar Desa Wisata 2021) Dalam Chanel Youtube Desa Wisata Cikakak. Tujuan penelitian ini untuk mengetahui video profil Desa Cikakak dan aspek teknik sinematografi video profil desa Cikakak (Gelar Desa Wisata 2021) dalam chanel YouTube desa wisata Cikakak. Jenis penelitian kualitatif dengan pengambilan data menggunakan metode observasi, dokumentasi, dan wawancara.

Video Profil Desa Wisata Cikakak bertajuk Desa Wisata Cikakak *Ngrembaka*. Video menampilkan destinasi wisata seperti Makam Mbah Mustholih, Masjid Saka Tunggal, Rumah Adat, kesenian (tradisi lokal), termasuk juga kerajinan tangan, kuliner dan usaha ekonomi produktif yang dikelola Pokdarwis Desa Cikakak/ Aspek teknik sinematografi pada video profil Desa Cikakak menggunakan teknik sinematografi yang meliputi *composition, camera angle, shot size, cutting* dan *continuity*.

Video Profil Desa Wisata Cikakak merupakan video yang berdurasi kurang dari 5 menit yang dibuat sebagai sarana promosi untuk menarik perhatian audien untuk mengunjungi Desa Wisata Cikakak sebagai salah satu pemenang yaitu juara 3 ADWI tahun 2021 pada kategori kuliner. Video Profil Desa Wisata Cikakak dalam produksinya telah menggunakan teknik sinematografi yang meliputi *composition, camera angle, shot size, cutting* dan *continuity*.

Kata kunci: Desa Wisata, Video, Sinematografi

ABSTRACT

This research is entitled Analysis of Cinematographic Methods in the Cikakak Tourism Village Profile Video (2021 Tourism Village Title) on the Cikakak Tourism Village Youtube Channel. The aim of this research is to find out the video profile of Cikakak Village and the cinematographic technical aspects of the video profile of Cikakak village (Tourism Village Title 2021) on the Cikakak tourist village YouTube channel. This type of qualitative research involves collecting data using observation, documentation and interview methods.

Video Profile of Cikakak Tourism Village entitled Cikakak Ngrembaka Tourism Village. The video shows tourist destinations such as Mbah Mustholih's Tomb, Saka Tunggal Mosque, Traditional Houses, arts (local traditions), including handicrafts, culinary and productive economic businesses managed by the Cikakak Village Pokdarwis/ The cinematography technique aspect in the Cikakak Village profile video uses cinematography techniques that including composition, camera angle, shot size, cutting and continuity.

The Cikakak Tourism Village Profile Video is a video with a duration of less than 5 minutes which was created as a promotional tool to attract the attention of the audience to visit the Cikakak Tourism Village as one of the winners, namely 3rd place at ADWI in 2021 in the culinary category. The Cikakak Tourism Village Profile Video in its production has used cinematography techniques which include composition, camera angle, shot size, cutting and continuity.

Keywords: Tourism Village, Video, Cinematography