

Promotional Elements in the "Me and Kajongan Tourism Village" Video Vlog

R Nurdiana ^{1*}, R Maulina ²

^{1,2} Master of Design Department, Universitas Komputer Indonesia,
Jl. Dipatiukur No. 112-116 Bandung 40132, West Java, Indonesia

E-mail: rizki.75321006@mahasiswa.unikom.ac.id

Abstract. The city of Tegal is known as a maritime city, a city with a large fishing sector. The expanse of cultivators' ponds and mangrove trees provide a special beauty for the coastal villages in Tegal City. Kajongan tourism village is located at the west end of Muarareja Village, West Tegal District, Tegal City which is a potential fishery sector in Tegal City. In order to increase the enthusiasm of local and national communities to visit the Kajongan Tourism Village. The Regional Government through Bappeda organized the Kajongan Tourism Village Creative Video Competition "Come on Dolan Maring Kajongan". The competition was held in the form of a video vlog as an effort to find the best video as a promotional medium for the Kajongan tourist village. The results of the competition were the 6 best videos in the general champion category which were selected based on the elements of promotion, video quality, story telling, shooting angles, and video editing. Ramadhan, aims to find promotional elements in the video vlog. data collection observations and interviews with informants The results of this study found elements of promotion and elements of cinematography. Based on the order of appearance, the abstract comprises the goal of the research, method implemented, results of the research, brief discussion, conclusion, and impact of the research.

Keywords: Kajongan, Sinematography, Tourism Village, Video Vlog Promotion.

1. Introduction

Central Java is one of the provinces in Indonesia that has a very strategic geographical location in the middle of Java Island making Central Java has a strong tourist attraction to attract tourists to visit both domestic and foreign tourists.

Tegal City is known as a maritime city, a city with a large fisheries sector. The expanse of farmers' ponds and mangrove trees provides its own beauty for coastal villages in Tegal City. Kajongan tourist village is located at the western end of Muarareja Village, West Tegal District, Tegal City which is the potential of the fishery sector in Tegal City.

To be able to attract tourists, it is necessary to create promotional media and information about Kajongan Village Natural Tourism so that tourists are more interested in visiting these natural attractions. Promotion using video is more effective, interesting and easy to understand because videos have audio and visual content [1]. The local government through the Tegal City Regional Planning, Research and Development Agency held a Creative Video Competition for Kajongan Tourism Village "Ayo Dolan Maring Kajongan" to get the best video as a promotional medium for Kajongan Tourism

Village. In the video competition, Syahrul Ramadhan's video was selected as the best video because it contains elements of promotion and cinematography that can provide information or knowledge visually clearly about Kajongan Tourism Village.

This concept is based on the statement in previous research [2] that the images contained in this video are also generally accompanied by sound, sensory stimuli and others. According to research which argues that this action film is a film that has scenes of The sound of gurgling water, the chirping of birds, and the voices of children illustrate the friendliness of the local residents.



Figure 1. Kajongan Village Board

2. Method

This research uses a qualitative approach. According to the opinion put forward by experts [3], qualitative research is a type of research that has the intention to interpret phenomena that occur and are studied by involving several existing methods. With qualitative research methods, the methods that are usually used are observation and interview.

With this explanation, the researcher concluded that the qualitative approach is very appropriate with the intention that the researcher wants to process the data with a natural setting and utilize data collection techniques by means of observation, interviews, to the source.

This research was carried out with the following stages, namely the first stage, finding and obtaining data from Kajongan Tourism Village which became the object of discussion in this study. The second stage is to observe the video blog of Me and Kajongan Tourism Village owned by Syahrul Ramadhan to find the promotional elements and elements of cinematography in the video. The third stage, in-depth interviews with the characters in the video Of Me and Kajongan Tourism Village.

3. Results

Studies related to promotion videos have been done often before. It can be seen in the results of previous research that it is explained that in designing this promotional video, promotional strategy, attractiveness of promotion delivery, and promotional style are the keys to all steps to produce promotional media in the form of videos that are interesting to enjoy [4] and natural tourism are travel activities carried out by a person or group by visiting certain places for recreational purposes, personal development, or studying natural attractions by utilizing the potential of natural resources, both natural and cultivated.[5]

The process of expressing ideas in the form of images is important in promotional videos, but good and beautiful images are not the main thing because we are only required to be able to express ideas in the form of images [6].

Promotion can be defined as "all activities to convey or communicate a product to the market, by providing information about its features, with the aim of changing attitudes or encouraging people to act". Kotler and Armstrong suggest that promotion is a tool to communicate with buyers and other companies that aims to change providing information in a straightforward manner [7].

Promotional video is one way of delivering advertisements that is easily understood by many people, with the existence of promotional videos, it makes it easier to introduce places that are not widely known by many people [8].

In the video blog, *Me and Kajongan Tourism Village* have an element of Kajongan tourism village promotion in the cast scene in the video. These elements are seen in every shot in the video that shows the natural beauty of Kajongan Tourism Village, the depiction of supporting characters, namely the very friendly surrounding residents, and the narrative about the uniqueness and beauty of Kajongan Tourism Village. These elements can be seen in Hani as the main character who initially saw a video on his social media about Kajongan Tourism Village. From the video, Hani dreams of visiting Kajongan Tourism Village and enjoying its natural panorama and interacting with local residents. In Hani's dream, it can be seen that Kajongan Tourism Village is a very beautiful tourist park with various things it offers in the form of crossing the river by boat, some photo spots that are suitable to be used as a young event mudi show its coexistence, as well as local residents who are very friendly and friendly.

As for the cinematographic element in the video blog, it can be seen from the point of view of shooting, shooting movement, and lighting that contains elements of dramatization in terms of character movement. Shooting in a dramatized video makes people who see the blog video as if they are entering the story. The movement of shooting with the zoom in zoom out technique makes the audience know the focus that the director wants to show about the storyline and beauty of Kajongan Tourism Village. The lighting used uses a warm and soft effect so that it fits perfectly into the narrative being told.

4. Discussion

Kajongan Village Natural Tourism Promotion Video has a background of tourist activities in Kota Tegal. Kajongan tourist village is a tourist village located in Muarareja Village, West Tegal District, Tegal City. This area will be recommended by the Tegal City Government as a tourist destination. This video tells about the location of the geografis, facilities and infrastructure in it, the place provided in the activities and environmental conditions in the place. Syahrul Ramadhan as the director of this video said that he wanted everyone who saw his video to also feel the atmosphere of Kajongan Village with the narration set out in the promotional video *I and Kajongan Tourism Village*.

This promotional video wants to lift the privileges of these tourist attractions with beautiful scenic natural conditions. The creation of promotional videos is not only aimed at local tourists, but also the general public who visit the place.

Kajongan tourist village is a tourist attraction in Tegal City that does not run optimally so it needs to be held a business to promote the tourist village. Kajongan Village has a variety of ecosystems, namely; mangrove forests, rivers, beaches, farmers and settlements, which need to be promoted.

The video by Syahrul Ramadhan with title *Me and Kajongan Tourism Village* was chosen as the best video in the Kajongan Tourism Village Creative video competition. Organized by the Tegal City Regional Development, Planning and Research Agency in order to attract tourists to visit Kajongan Tourism Village. Syahrul Ramadhan's video was chosen as the best video because it has an interesting story telling and contains promotional elements that are very important in promoting Kajongan Tourism Village.





This research was conducted on the best video work entitled *Aku and Kajongan Tourism Village*, by Syahrul Ramadhan which aims to find promotional elements and cinematographic elements in the video.

In the video is considered to contain elements of promotion because of the display of the beauty of kajongan village natural tourism, such as crossing the river by boat, fishing tours and interesting photo spots.

While the explanation of the usnur cinematography is that cinematography as an applied science is a field of science that discusses strategies for capturing images and combining these images so that they become a series of images that can convey ideas or stories [9]. Not only that, these experts also argue[10] that a video can be two elements, namely narrative elements and cinematic elements. In this study,

explaining how the destination of Kajongan Tourism Village should be one of the superior natural attractions of Tegal City because of the various beauties it offers.

Here is a tabel that describes promotional activities and explanations :

Image in Video	Explanation
	<p>Featuring that instagram as a platform in promoting Kajongan Tourism Village in Tegal City. Visitors can find a variety of interesting info about Kajongan Tourism Village and the Instagram account.</p>
 <p><small>Ini bukan hanya tentang Desa Wisata Kajongan</small></p>	<p>The movement of the shot featuring mangrove trees and rivers displays elements of cinematography in the video.</p>
 <p><small>Bertempat di Dukuh Kajongan, Muarareja, Kecamatan Tegal Barat</small></p>	<p>Cinematographic elements featuring details of mangrove tree roots in the video</p>
	<p>Shooting angles and lighting give a dramatic impression in the video</p>





	<p>Information about river crossing fee that are also used as one of kajongan village's tourist destinations</p>
	<p>A local man who was rowing a small boat to deliver local residents and tourists across the river</p>
	<p>The beauty of the Gangsa river in Kajongan Village</p>
	<p>Fishing spots in the Gangsa River</p>



Photo spots provided in Kajongan Tourist Village, in the form of ships, circles that can be occupied and small tunnels that are all made of bamboo.

Child friendliness towards Hani who is described as the main character and is a tourist who visits Kajongan Tourism Village

5. Conclusion

In order to increase the enthusiasm of local and national communities to visit Kajongan Tourism Village. The Regional Government through the Tegal City Planning, Research and Development Agency held a Creative Video Competition for Kajongan Tourism Village "Ayo Dolan Maring Kajongan". In the form of vlog videos as an effort to find the best videos as a promotional medium for the tourist village of Kajongan. The video by Sayhrul Ramadhan was chosen as the best video because it was judged in the video to contain storytelling that was in accordance with the theme and there was an element of promotion and elements of cinematography that made the video more interesting and dramatic.

Some of the promotional elements found in the Syahrul Ramadhan video in the title *Aku and Kajongan Tourism Village* are the appearance of tourist attractions in Kajongan Village in the form of crossing boat tours, fishing spots, and some photo spots that can be visited by tourists and the addition

of elements of cinematography and narration in the video adds a beautiful impression that makes the audience seem to enter the story.

Acknowledgments

This research wouldn't have been possible without the endless support from my best supervisor, who also acts as the second writer of this journal, Dr. Rini Maulina, M.Sn. Many thanks to the rector of UNIKOM, Dr. Ir. Eddy Soeryanto for supporting this seminar event (ICOBEST). Many thanks to my colleagues of the same Department and University for the physical and emotional support that helped make this paper possible.

References

- [1] www.bandungbaratkab.go.id/content/pemanfaatan-teknologi-informasisebagai-media-promosi-pariwisata.
- [2] Williams, E. R. (2017). *The Screenwriters Taxonomy: A Roadmap to Collaborative Storytelling*. Routledge.
- [3] Stake, R. E., Denzin, N. K., & Lincoln, Y. S. (1994). Handbook of qualitative research. *NK Denzin & YS Lincoln (Eds.), 244*.
- [4] Fikri, Izul. 2019. Perancangan Video Promosi Untuk Meningkatkan Pengunjung di Wisata Alam Desa Danawarih. Tugas Akhir Program Studi Desain Komunikasi Visual Fakultas Teknik Elektronika Politeknik Harapan Bersama Tegal.
- [5] Achmad Maulidi. 2015. Pengertian Wisata Budaya, <http://www.kanal.web.id/2015/08/pengertian-wisata-budaya.html>. Diakses tanggal 22 April 2022
- [6] Lwin, May., & Aitchison, Jim. 2005. *Clueless in Marketing Communication*; Pengalih Bahasa, Paul A, Rajoe. Jakarta: Bhuana Ilmu Populer.
- [7] Kotler, Philip and Gary Armstrong. 2012. *Prinsip – prinsip pemasaran*. Edisi 13 Jilid 1. Jakarta : Erlangga.
- [8] Tjiptono, F. (2002). *Strategi Pemasaran*, Yogyakarta: Andi Offset, 2008. *Umar, Husein. Studi Kelayakan Bisnis, Edisi, 2*.
- [9] Frost, J. (2009). *Cinematography for directors*. Michael Wiese Productions.
- [10] Pratista, H. (2008). *Memahami film*. Homerian Pustaka.