

MAKING A VILLAGE PROFILE VIDEO AS A MEDIUM TO PROMOTE THE POTENTIAL OF PADABEUNGHAR TOURISM VILLAGE

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Abstract - *This study aims to design and assess a village profile video as an effective promotional medium for Padabeunghar Tourism Village. Using a qualitative approach, data were collected through direct observation and interviews with local community leaders, tourism practitioners, and Micro, Small, and Medium Enterprises (MSMEs/UMKM). The resulting profile video showcases the village's natural beauty, Micro, Small, and Medium Enterprises (MSMEs/UMKM) activities and daily life. The data processing involved video editing by adding narration, background music, and other visual elements to strengthen the promotional message. The findings show that the profile video successfully conveys information visually and emotionally, attracting potential tourists and reinforcing the identity and image of Padabeunghar Village as a tourist destination. This video will raise public awareness of the village's potential and encourage increased tourist visits. In conclusion, a profile video designed with the village's unique characteristics can serve as a highly effective promotional tool, ultimately supporting local economic development and improving the community's welfare.*

Keywords: *Profile Video, Promotional Media, Tourism Village, Padabeunghar*

1. INTRODUCTION

In the rapidly growing digital era, promoting the potential of tourist destinations has become increasingly important for attracting visitors. According to Ida Fitriana et al. (2024), digital media platforms, such as YouTube, provide individuals and organizations with the opportunity to share information with a global audience. However, many tourist villages in Indonesia continue to face challenges in promoting their attractions effectively to a wider audience. It is surprising to note the low level of effective promotion of these tourist villages, despite their vast potential in terms of nature, culture, and tradition.

Padabeunghar Village, an example of a tourist village rich in natural and cultural heritage, faces similar challenges. Despite its vast potential, this village is not yet widely known to both domestic and international tourists. This may be attributed to the lack of engaging and informative promotional media. Although the village possesses unique and marketable features, without effective promotion, its potential cannot be fully realized.

In response to this issue, the creation of a village profile video as a promotional medium presents itself as a relevant and effective solution. A profile video can provide a clear and captivating depiction of the beauty and uniqueness of Padabeunghar Village, conveying the promotional message in a way that is easier to understand and accessible to various audiences. In this way, it is hoped that the village's tourism potential will become more widely recognized, attracting more tourists and ultimately driving economic development and improving the welfare of the local community.

In the data collection process, several studies are related to the research on promotional videos. The first study, titled "Creating a Profile Video as a Promotional Medium for the Potential of Jeruk Village," emphasizes the importance of profile videos as an effort to maximize branding, starting with introducing the village's potential (Nurosyid et al., 2022). The second study, titled "Creative Strategies to Attract Tourists through the Visualization of Tourism Village Potential via Promotional Videos," explores the need for promotional media in the form of audiovisual content, which can promote tourism villages and persuade the public to visit (Hartanto and Tumimomor 2024).

Although previous research has extensively discussed the effectiveness of videos as a promotional tool for tourism, there is a lack of studies that specifically examine the use of village profile videos for promoting and developing the tourism potential of Padabeunghar Village. Earlier studies have primarily focused on the use of digital media in a general context or on a larger scale, without highlighting the unique needs and characteristics of specific tourist villages like Padabeunghar. As a result, there is a knowledge gap regarding how a village profile video can be tailored to reflect the distinctiveness of this village and maximize its appeal to tourists.

Given the low level of effective promotion in tourist villages, this study aims to design and evaluate a village profile video as a promotional tool to introduce the tourism potential of Padabeunghar Village. Its specific objective is to create a video

that presents the beauty and uniqueness of the village in an engaging and informative manner, thereby increasing tourist awareness and attracting more visitors. The author argues that a profile video if designed with the unique characteristics of Padabeunghar Village in mind, can serve as a highly effective promotional tool. This video is expected not only to convey information but also to offer an emotional and visual experience capable of attracting audiences to visit and explore the village.

2. METHOD

This research employs a qualitative approach aimed at generating descriptive data in the form of words, both written and spoken, obtained through interviews with relevant sources that support the study. This method also involves direct observation as part of the data collection process (Moleong, 2017). A qualitative approach was chosen because it aligns with and is relevant to the research stages being conducted. This method emphasizes the process rather than the outcome, as the connections between various components being studied become more evident when observed during the process.

Data collection and implementation were carried out conventionally, utilizing tools and materials derived from observations (Waruwu, 2023). The details are as follows:

A. Research Process

a. Interview

Interviews were conducted to identify the potential that can be explored in Padabeunghar Village. This interview was carried out with the village head.

b. Observation and Survey

During the observation stage, the author observed the locations that would be used for the production of the profile video. The observation was conducted to assess field conditions and determine the shots for filming.

c. Concept Development

After understanding the condition and location of the areas to be filmed, the KKN 181 team formulated the concept to be used for the profile video. This involved determining the theme, creating a storyboard, and other related tasks.

d. Activity Process

Once the concept was carefully planned, it was discussed collectively to ensure the filming was conducted with a unified vision, understanding, and purpose.

B. Equipment used

- a. Video Camera: Used to record footage and visual images of Padabeunghar Village.
- b. Audio Recorder: Used to record interviews and background sounds.
- c. Computer and Video Editing Software: Used for editing and assembling the profile video.

- d. Paper and Pen/Notebook: For taking notes during observations and interviews in the field.
- e. Internet Connection: To access online references and share the completed video.

C. Materials

- a. Interview Guide: A list of questions used during interviews with respondents.
- b. Map of Padabeunghar: Used for navigation and Village determining shooting locations.
- c. Observation Sheets: Forms to record the findings from field observations.
- d. Relevant Documentation: Promotional materials, previous reports, and other documents related to the research.

3. RESULTS AND DISCUSSION

Padabeunghar Village, despite its outstanding potential in terms of natural beauty and cultural richness, faces challenges in attracting tourists. The main issue encountered is the lack of effective promotional media to introduce the village's potential to a wider audience. This research aims to address the issue by creating a profile video, which is expected to raise awareness and increase tourist interest in Padabeunghar Village. Before explaining the stages of the profile video production for Padabeunghar Village, here is a brief overview of the scenes featured in the video (Wibowo, 2023):

- a. Scene 1 (Opening)
 - Estimated Duration: 00:00 - 00:30
 - Description: A panorama showcasing the landscape of Padabeunghar Village.
- b. Scene 2 (Daily Life in the Village)
 - Estimated Duration: 00:30 - 01:15
 - Description: Village activities such as farming or life in the traditional market.
- c. Scene 3 (Main Tourist Attractions)
 - Estimated Duration: 01:15 - 02:15
 - Description: Scenic views of terraced rice fields, plantations, and mountains.
- d. Scene 4 (Local Culture and Traditions)
 - Estimated Duration: 02:15 - 03:00
 - Description: Traditional performances, dances, or local ceremonies.
- e. Scene 5 (Local Products and SMEs)
 - Estimated Duration: 03:00 - 03:45
 - Description: Handicrafts, local products, or small and medium enterprises (SMEs) activities in the village.
- f. Scene 6 (Facilities and Accessibility)
 - Estimated Duration: 03:45 - 04:15
 - Description: Homestays, restaurants, or transportation available in the village.
- g. Scene 7 (Closing)
 - Estimated Duration: 04:15 - 04:45

- Description: Sunset or night views of beunghar Village.
- h. Scene 8 (Call to Action)
- Estimated Duration: 04:45 - 05:00
 - Description: Contact information or an invitation to visit the village.

The video production process was divided into three stages: pre-production, production, and post-production (Nugroho 2021).

1. Pre-Production Stage

In this stage, comprehensive planning was carried out regarding the video concept, including determining the theme, identifying key locations in Padabeunghar Village, and drafting interview guides and scripts. The team also coordinated with community leaders and residents to ensure their participation in the video production. Initial data collection was conducted through surveys and observations to ensure that all important elements of the village were wellrepresented in the video.

During pre-production, we conducted location surveys to identify interesting spots that would serve as the main focus of the video.



Figure 1. The team surveyed the village's tourist attractions, one of the featured spots in Padabeunghar Village.

Effective pre-production provides a strong foundation for the video production process. With detailed planning, the risk of errors or shortcomings during the production phase can be minimized. This also highlights the importance of local community participation in supporting the promotional project, which in turn enhances their sense of ownership and support for the video produced.

2. Production Stage

The production stage involves filming on-site according to the predetermined script. This process includes capturing footage of village landscapes, residents' daily activities, and interviews with key figures, such as traditional leaders and local business owners. Video cameras and audio recording equipment ensure optimal visual and audio quality. Additionally, direct observation is conducted to capture spontaneous moments that add authenticity to the video.

Filming was done in the early morning to capture the beauty of the village at sunrise.



Figure 2. Panorama of sunrise in Padabeunghar Village.

A successful production relies not only on technology but also on the team's ability to adapt to on-site conditions. Direct observation enables more organic and lively footage, which is essential for creating a video that connects viewers to the genuine atmosphere of the village. This stage also emphasizes the importance of flexibility in production to capture the essence of a dynamic environment.

3. Post-production Stage

This stage involves editing the footage captured during production. The editing process includes assembling video clips into a cohesive narrative, adding background music that reflects the village's ambiance, and integrating text and visual effects to reinforce the promotional message. After editing is complete, the video is tested with a limited audience to gather feedback, which is then used to make revisions and finalize the video. The finished video is distributed across various digital platforms to reach a wider audience.

The post-production stage involves editing the video to add narration and background music.

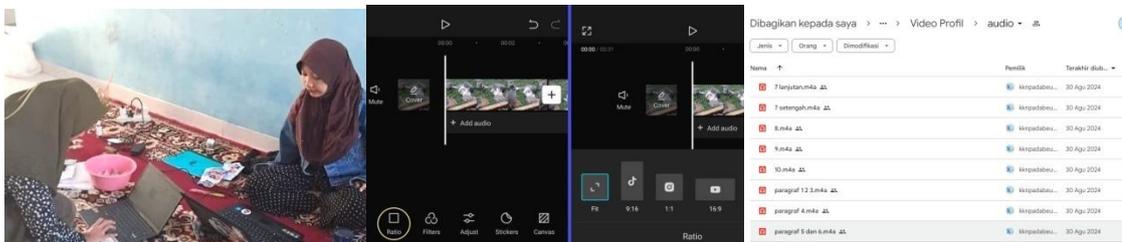


Figure 3. Editing process of Padabeunghar Village profile video.

Post-production is a crucial stage where various visual and audio elements are integrated to create an effective and engaging video. Testing with a limited audience helps ensure that the video achieves its promotional goals and resonates with the target audience. Revisions based on feedback demonstrate a commitment to the final quality, ensuring that the distributed video is not only informative but also capable of inspiring actions, such as tourist visits. Profile Video Link: <https://youtu.be/4db4FXsXaeY>

The three stages of profile video production are interrelated and contribute significantly to the outcome. Thorough pre-production, flexible and responsive production, and detailed post-production ensure that the profile video of Padabeunghar Village not only accurately represents the village's tourism potential but also succeeds in attracting tourists. This discussion emphasizes that the success

of a profile video as a promotional tool is heavily influenced by the seamless integration of planning, execution, and evaluation.

4. CONCLUSIONS

This study successfully designed and evaluated a profile video as an effective promotional tool for Padabeunghar Village. Through a qualitative approach involving direct observation and interviews with local sources, the resulting profile video was able to showcase the village's uniqueness and potential in an engaging and informative manner. By using appropriate tools and procedures, the video not only conveys visual and descriptive information but also creates an emotional experience that encourages tourists to visit the village. The results of the study indicate that a well-designed profile video can play a crucial role in raising public awareness and promoting the village's tourism potential, ultimately supporting local economic development and improving the welfare of the community.

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