

ABSTRAK

Skripsi ini membahas tentang perancangan video promosi sebagai media informasi wisata pada objek wisata Goa Putri di Kabupaten Ogan Komering Ulu, Sumatera Selatan. Goa Putri merupakan destinasi wisata yang memadukan unsur sejarah, budaya, dan alam, namun promosi digitalnya masih terbatas. Tujuan penelitian tentang Goa Putri secara menarik dan informatif kepada masyarakat luas, khususnya wisatawan lokal dan mancanegara. Penelitian ini menggunakan metode kualitatif dengan pendekatan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*) dan teknik analisis 5W+1H. Data diperoleh melalui wawancara dengan Dinas Pariwisata dan pengelola objek wisata, dokumentasi lapangan, serta studi pustaka ini menghasilkan video promosi. Video promosi berdurasi 3 menit, menampilkan pemandangan alam, sejarah legenda Putri Dayang Merindu, serta fasilitas yang tersedia di Goa Putri. Video ini ditujukan untuk dipublikasikan melalui media sosial seperti Instagram dan YouTube agar menjangkau lebih banyak audiens secara efektif. Hasil perancangan ini diharapkan dapat meningkatkan minat kunjung wisatawan serta menjadi media promosi yang mendukung pengembangan pariwisata daerah secara digital dan kreatif.

Kata Kunci: Goa Putri, Video Promosi, Informasi Wisata, Pendekatan ADDIE, Media Sosial.

ABSTRACT

This thesis discusses the design of a promotional video as an informational media tool for the tourism site of Goa Putri, located in Ogan Komering Ulu Regency, South Sumatra. Goa Putri is a tourism destination that combines elements of history, culture, and nature; however, its digital promotion remains limited. The purpose of this research is to present information about Goa Putri in an engaging and informative way to the broader public, especially to local and international tourists. This study employs a qualitative method using the ADDIE approach (Analysis, Design, Development, Implementation, Evaluation) and the 5W+1H analysis technique. Data were collected through interviews with the Department of Tourism and site managers, field documentation, and literature studies. The final product is a 3-minute promotional video featuring natural scenery, the legend of Dayang Merindu, and the available facilities at Goa Putri. The video is intended to be published on social media platforms such as Instagram and YouTube to effectively reach a wider audience. This promotional design is expected to increase tourist interest and serve as a creative and digital medium to support regional tourism development.

Keywords: Goa Putri, Promotional Video, Tourism Information, ADDIE Approach, Social Media.