

ABSTRAK

Penelitian ini bertujuan merancang media promosi berbentuk video yang mengangkat dua ikon budaya Palembang, yaitu Pakaian Adat Pernikahan (Aesan Gede dan Pak Sangko) serta Rumah Limas, sebagai upaya pelestarian warisan budaya lokal. Latar belakang penelitian ini muncul dari keprihatinan terhadap menurunnya apresiasi generasi muda terhadap budaya tradisional akibat pengaruh modernisasi. Penelitian menggunakan metode deskriptif kualitatif dengan model perancangan ADDIE. Data dikumpulkan melalui observasi, wawancara, dokumentasi, dan studi literatur. Produk akhir berupa video berdurasi 1–5 menit yang menampilkan visual sinematik, narasi, testimoni, dan grafis pendukung, lalu disebarluaskan melalui media sosial seperti Tiktok, Youtube. Hasil evaluasi menunjukkan bahwa media visual digital efektif dalam meningkatkan pemahaman, minat, dan kesadaran masyarakat terhadap pelestarian budaya Palembang. Video ini tidak hanya menjadi alat edukatif, tetapi juga mendukung promosi pariwisata budaya dan membuka peluang pengembangan ekonomi kreatif berbasis budaya.

Kata Kunci: Perancangan Video Promosi, Pakaian Adat, Rumah Limas, Pelestarian Budaya, Budaya Palembang.

ABSTRACT

This study aims to design a promotional video that highlights two cultural icons of Palembang, namely traditional wedding attire (Aesan Gede and Pak Sangko) and the Rumah Limas, as an effort to preserve local cultural heritage. The background of this research stems from concerns over the declining appreciation of traditional culture among younger generations due to the influence of modernization. This research adopts a descriptive qualitative method using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) design model. Data were collected through observation, interviews, documentation, and literature study. The final product is a 1–5-minute video featuring cinematic visuals, narration, testimonials, and supporting graphics, distributed through social media platforms such as Tiktok, Youtube. Evaluation results show that digital visual media is effective in increasing public understanding, interest, and awareness of cultural preservation. The video serves not only as an educational tool but also supports the promotion of cultural tourism and opens up opportunities for the development of creative economies based on culture.

Keywords: *Promotional Video Design, Traditional Attire, Rumah Limas, Cultural Preservation, Palembang Culture.*