

ABSTRAK

Penelitian ini bertujuan untuk merancang video promosi wisata yang ditujukan kepada Generasi Z guna meningkatkan daya tarik kunjungan ke Museum Balaputra Dewa Palembang melalui media sosial Instagram. Latar belakang dari penelitian ini adalah rendahnya minat kunjung generasi muda ke museum serta perlunya strategi promosi yang lebih kreatif dan relevan dengan era digital. Penelitian ini menggunakan metode pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*) yang diterapkan dalam setiap tahap pembuatan video. Tahap analisis dilakukan untuk mengidentifikasi karakteristik Generasi Z dan media sosial yang paling sesuai. Pada tahap desain dan pengembangan, peneliti menyusun *storyboard*, mengambil gambar langsung di museum, serta mengolah visual dan audio secara sinematik. Video kemudian diimplementasikan melalui Instagram dengan memanfaatkan fitur *Reels, Feed*, dan *Story*. Evaluasi dilakukan melalui wawancara bersama pihak museum dan analisis keterlibatan pengguna berdasarkan jumlah tayangan (*views*), suka (*likes*), dan komentar (*comments*) pada unggahan video promosi. Hasil penelitian menunjukkan bahwa video promosi dengan pendekatan visual modern, narasi ringan, dan konten edukatif dapat meningkatkan minat dan persepsi positif Generasi Z terhadap museum. Penelitian ini diharapkan menjadi referensi dalam pengembangan promosi digital berbasis media sosial.

Kata Kunci: Museum Balaputra Dewa, Video Promosi, Instagram, Generasi Z, Metode ADDIE

ABSTRACT

This study aims to design a tourism promotional video targeting Generation Z to increase interest in visiting the Balaputra Dewa Museum in Palembang through Instagram. The background of this research is the low interest of the younger generation in visiting museums and the need for a more relevant and creative promotional strategy in the digital era. The study applies the ADDIE development model, which includes five stages: Analysis, Design, Development, Implementation, and Evaluation. The analysis stage identifies the characteristics of Generation Z and the most effective media platform. The design and development stages involve creating a storyboard, conducting video shoots at the museum, and editing visuals and audio with a cinematic approach. The implementation stage distributes the video using Instagram features such as Reels, Feed, and Story. Evaluation is conducted through interviews with museum staff and by analyzing audience engagement metrics, including views, likes, and comments on the uploaded content. The results show that promotional videos with modern visuals, light narration, and educational messages can enhance Generation Z interest and build a positive perception of museums. This research is expected to be a useful reference for museum management and tourism stakeholders in developing effective digital promotional strategies.

Keywords: *Balaputra Dewa Museum, Promotional Video, Instagram, Generation Z, ADDIE Method*