

ABSTRAK

Pariwisata sejarah merupakan salah satu sektor yang memiliki potensi besar dalam mendukung pelestarian budaya sekaligus meningkatkan perekonomian lokal. Namun, banyak objek wisata sejarah di Indonesia yang belum dikenal secara luas karena kurangnya promosi, termasuk Lawang Borotan di Kota Palembang. Lawang Borotan merupakan peninggalan Kesultanan Palembang Darussalam yang memiliki nilai historis tinggi, namun belum banyak diketahui oleh masyarakat. Penelitian ini bertujuan untuk merancang video promosi yang informatif dan menarik guna memperkenalkan Lawang Borotan sebagai destinasi wisata sejarah. Metode yang digunakan adalah model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*), dimulai dari analisis kebutuhan hingga evaluasi akhir produk. Proses perancangan dilakukan melalui observasi, wawancara, dokumentasi, serta pengambilan gambar di lapangan. Hasil penelitian ini menghasilkan sebuah video promosi berdurasi 3 menit yang memuat informasi sejarah, keunikan visual, serta fasilitas pendukung Lawang Borotan. Video ini diharapkan dapat meningkatkan minat kunjungan wisatawan, memperkuat citra budaya lokal, dan menjadi media edukatif yang efektif dalam memperkenalkan sejarah Palembang kepada generasi muda. Perancangan ini juga memberikan kontribusi nyata terhadap strategi promosi digital destinasi wisata sejarah berbasis lokalitas.

Kata Kunci: Pariwisata, Wisata sejarah, Lawang Borotan, video promosi, metode ADDIE, Palembang.

ABSTRACT

Historical tourism is one of the sectors that has great potential in supporting cultural preservation as well as improving the local economy. However, many historical tourism objects in Indonesia are not widely known due to lack of promotion, including Lawang Borotan in Palembang City. Lawang Borotan is a relic of the Sultanate of Palembang Darussalam which has high historical value, but has not been widely known by the public. This research aims to design an informative and interesting promotional video to introduce Lawang Borotan as a historical tourist destination. The method used is the ADDIE (Analysis, Design, Development, Implementation, Evaluation) development model, starting from needs analysis to final product evaluation. The design process was carried out through observation, interviews, documentation, and shooting in the field. The result of this research is a 3-minute promotional video that contains historical information, visual uniqueness, and supporting facilities of Lawang Borotan. This video is expected to increase interest in tourist visits, strengthen the image of local culture, and become an effective educational media in introducing the history of Palembang to the younger generation. This design also makes a real contribution to the digital promotion strategy of locality-based historical tourist destinations.

Keywords: Historical tourism, Lawang Borotan, promotional video, ADDIE method, Palembang.

