

## **ABSTRACT**

### ***Designing a Tourism Promotional Video for Penyusuk Belinyu Beach, Bangka***

Rizky Dwi Ananda.<sup>1)</sup>, Retno Purwanti Murdaningsih, S.Sn., M.Ds.<sup>2)</sup>

<sup>1)</sup> Student of Visual Communication Design, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Visual Communication Design, Universitas Pembangunan Jaya

*Belinyu is one of the sub-district cities in Bangka Regency, Bangka Belitung Islands Province. This city has quite large tourism potential, but is not yet widely known by the wider community, especially domestic tourists. Therefore, a tourism promotional video is needed that can attract the attention of the public and tourists. One of them is Penyusuk Beach.*

*This final project aims to design a tourism promotion video for Penyusuk Beach in Belinyu City. This video will use an interactive video approach to convey information about the tourism potential of Penyusuk Beach in an interesting and informative manner. The presence of social media is very beneficial for the tourism industry because it can facilitate the delivery of tourism information more effectively and efficiently. This convenience certainly has an impact on increasing the number of tourists who are growing. One of the tourist attractions in Belinyu, Bangka Regency has not utilised social media in marketing efforts, one of which is Penyusuk Beach. This research will examine how to utilise social media as a means of promoting tourist attractions. The method used in this research is descriptive qualitative method. Data were obtained through observation, interviews, and literature study. Data analysis was conducted using content analysis and narrative analysis techniques. Based on the data and analysis that has been done, it can be concluded that social media has an important role in finding information about tourist destinations. Instagram YouTube Tiktok is the most widely used social media for finding information about tourism. Apart from being used to search for information, social media is often used to share interesting photos and videos along with reviews about their travelling experiences. Penyusuk Beach Tourism Object will utilise Instagram, YouTube and Tiktok for promotion, information and entertainment purposes..*

**Key words:** *Tourism, Penyusuk Beach, Promotion*