

ABTRACT

VIDEO MAPPING DESIGN OF SEMARANG CITY TOURISM ICONS

Muhammad Hanif Ashila.¹⁾, Desi Dwi Kristanto, S.Ds., M.Ds.²⁾

¹⁾ *Student of Visual Communication Design, Universitas Pembangunan Jaya*

²⁾ *Lecturer of Visual Communication Design, Universitas Pembangunan Jaya*

Semarang City holds great tourism potential with its historical and cultural landmarks such as Lawang Sewu, Kota Lama, and Sam Poo Kong Temple. However, current promotional strategies have not fully utilized modern visual technology. This study aims to design promotional media through video mapping as an interactive, educational, and engaging alternative to introduce Semarang's tourism icons. A qualitative descriptive method was employed using observation, interviews, and literature studies. The design process included pre-production, production, and post-production stages with a focus on visual, illustrative, and narrative elements. The final outcome is expected to increase tourist interest and strengthen Semarang's identity as a modern tourism city that still values its historical and cultural heritage.

Key words: Video Mapping, Tourism Icons, Semarang City

References :

Publication Years :