

INTI SARI

Sumpur kudas adalah Nagari yang berada di kecamatan sumpur kudus, Kabupaten Sijunjung, yang memiliki potensi wisata seperti wisata alam, wisata budaya, dan wisata sejarah. Untuk mengembangkan potensi wisata yang ada di Nagari Sumpur Kudus agar dapat bersaing dengan kompetitor. Nagari Sumpur Kudus menawarkan dadam bentuk paket wisata, antara lain panorama bukik lontiak, ziarah ke makam syekh Ibrahim, mengunjungi tugu PDRI, ziarah ke makam rajo ibadat, berkemah di puncak bilalang kunik, berenang di air terjun Lubuak Pandakian. yang sasar utamanya anak mudah pencinta alam dan tidak menutup kemungkinan untuk keluarga.

Tidak maksimalnya pengelolaan potensi wisata dan kurangnya kegiatan promosi yang dilakukan oleh pengurus objek wisata Nagari Sumpur Kudus, sehingga tidak terkenalnya objek wisata yang ada berdampak juga kepada jumlah pengunjung yang mengunjungi objek wisata di Nagari Sumpur Kudus. Oleh karena itu tujuan tugas akhir ini menghasilkan rancangan media promosi yang berbentuk audio visual berupa video promosi dengan tagline visit of Makkah darek. Perancangan dilakukan dengan metode analisis SWOT dengan proses perancangan wawancara, dan observasi lapangan, proses penciptaan karya dilakukan secara terstruktur melalui tahap brainstorming, moodboard, synopsis, storyline, storyboard, studi warna, dan studi tipografi. Media pendukung antara lain poster, x-benner, brosur, Instagram, baju kaos, stiker, dan gantungan kunci.

Kata Kunci : Perancangan, Media Promosi, Program Wisata, Sumpur Kudus.

ABSTRACT

Sumpur Kudas is a Nagari located in Sumpur Kudus District, Sijunjung Regency, which has tourism potential such as nature tourism, cultural tourism and historical tourism. To develop the tourism potential in Nagari Sumpur Kudus so that it can compete with competitors. The tourism potential is offered in the form of tour packages, including panoramic views of the Lontiak hill, pilgrimage to the tomb of Sheikh Ibrahim, visiting the PDRI monument, pilgrimage to the Rajo Ibadat grave, camping at the top of Bilalang Kunik, swimming at the Lubuak Pandakian waterfall. whose main target is young children who are nature lovers and do not rule out families.

Not optimal management of tourism potential and lack of promotional activities carried out by management of the Nagari Sumpur Kudus tourist attraction, so that the not-so-famous tourist objects that exist also have an impact on the number of visitors visiting tourist attractions in Nagari Sumpur Kudus. Therefore, the purpose of this final project is to produce a promotional media design in the form of audio visual in the form of a promotional video with the tagline visit of Makkah darek. The design was carried out using the SWOT analysis method with the design process of interviews and field observations, the process of creating works was carried out in a structured manner through the stages of brainstorming, moodboards, synopsis, storyline, storyboard, color study, and typography study. Supporting media include posters, x-banners, brochures, Instagram, t-shirts, stickers and key chains.

Keywords: design, Media Promotion, Tourism Program, Sumpur Kudus.