

ABSTRACT

Promotion become a serious effort because the potential of tourism some objects cannot be known by tourists if it is not optimal in conducting promotions, so the impact that will occur is the continued decline in the number of visits to tourist objects in Kuningan Regency and can also affect the existing economic stability in the area (Multiplayer Effect). Based on data obtained from interviews, questionnaires and matrix analysis, the author will make a tourism video that will encourage the promotion of certain tourism objects. For the scope of tourism itself the author will focus more on five natural attractions that have a declining number of visitors each year, attractions like this do need more attention in the media promotion. The author selection of five tourism object because the quality of tourism is still very natural and different from other cities, but unfortunately it is still not well promoted in the realm of videography, meanwhile at present YouTube and Instagram are videos. to convey information more effectively and efficiently.

Keywords: Tourism, Kuningan, Creative, Video, Production