

ABSTRACT

Most of Sentra's residents tour citrus selorejo are farmers and orange collector. along the selorejo village area the citizens owned citrus plantations and offered citrus picnic tours as one of its mainstays. Most of the oranges grown on village selorejo are peeled orange and squeezed orange or other names are baby java, tangerine, and pacitan orange. The oranges that have been planted cannot be harvested at any time depending on the growing and nursery period, but rather can ready to be harvested in every 8–9 months, depending on season and plant time. Seeing the potential that the tourist village of selorejo has with its orange picking tours, it is unfortunate if the promotional trappings in this village are only done in a manual and conventional way. The enormous potential must be supported with modern promotional concepts to be more simply effective (not to look excessive, but modern), and uniquely (by accentuating the uniqueness of the village of Selorejo). Video Profile, is one of the advance products of audio visual technology, it will also be more straightforward as it supports images and sounds as a medium of message delivery. This End Task Work is about 3 minutes long under the title “Selorejo Village Tourism Company Profile Video Production: Treasure From East Java”. The Video Company Profile was created aiming to promote Selorejo Tourist Village as one of the tourist potentials the Malang city through the audio visual media. This tourist village profile is capable of attracting both local visitors.

Keywords: Video Profile, Promotion, Rural Community Tourism.