

ABSTRACT

Cireundeu Traditional Village is a residential area located in Cimahi City. The uniqueness of the Cireundeu Traditional Village area is very diverse, including the Ni Mas Ende Site, the Caringin Spring Site, a forest area that is still beautiful and its residents still adhere to the Sundanese Wiwitan belief. In 2015, the local government designated the Cireundeu traditional village as a tourist village. However, in reality, not many people know about the existence of the Cireundu traditional village. Promotional media in the form of Instagram is available, but the available video content has not been maximized in promoting the unique traditions and natural panorama of Cireundeu. The concept of Visual Rhetoric is used in the video design process to become a message delivery strategy in accordance with the design stages which will focus on images that must be symbolic, involve human intervention, and to communicate with audience so that. Case studies and data collection were carried out through observations, interviews, questionnaires and literature studies. The analysis used in this research is comparative matrix analysis to compare previously existing promotional videos. The aim of this research is to produce a promotional video design in the form of concept recommendations, story board, and videos.

Keywords: Promotional Video, Visual Rhetoric, Cireundeu traditional village