

ABSTRACT

Traditional markets play a significant role as centers of economic activity and social interaction within communities. However, in recent years, they have experienced a decline in visitor numbers, particularly among younger generations. This research aims to design a campaign strategy through video media to enhance the appeal of traditional markets to the youth. The proposed solution involves the production of a campaign video titled “#PasarPleasure,” utilizing compelling visual narratives and cinematography, grounded in research based on five case studies of traditional markets in Java namely Pasar Santa, Pasar Cihapit, Pasar Kranggan, Pasar Gede, and Pasar Klojen. These markets serve as benchmarks due to their application of placemaking principles and the presence of creative ecosystems and cultural characteristics that distinguish them from other traditional markets. The data used in this study includes literature reviews, questionnaires, and interviews with key informants involved in creative activities within the markets. The goal of this research is to communicate information about traditional markets through a visually engaging and narrative driven video campaign that resonates with the lifestyle of younger generations. This approach is expected to foster positive perceptions, increase foot traffic, and encourage youth engagement in the development of creative ecosystems within traditional markets.

Keywords: Campaign Video, Traditional Market, Creative Ecosystem