

ABSTRACT

Serulingmas is a zoo located in Banjarnegara, Central Java. Serulingmas started operating in 1994 and was inaugurated on August 21, 1997. On April 17, 2022, a terrible incident occurred at Serulingmas, where the tiger handler was killed by a tiger while doing maintenance. This incident made the image of the Serulingmas zoo decline because people were afraid, and in an uproar about the incident. In this design, the author will create a promotional video for Serulingmas that focuses on its safety. With the aim to be one of the efforts to restore the good image of Serulingmas. In this design, the author uses a qualitative method by collecting data with observations, and interviews. The theory used by the author in this design is the theory of videography, promotional video, promotion, and image. The author chooses the main media of promotional videos, and supporting media in the form of teasers, tumblr, hats, posters, and guidemaps. After making the video, the author can conclude that by focusing the video on the security side, it will provide information that the tiger cage is now safe starting from the side of the layered fence, and there is a prohibition to keep a distance from wild animals. Therefore, visitors can feel more secure when they travel to Serulingmas.

Keywords: Zoo, Serulingmas, Promotional Video, Security