

MAKING A PROMOTIONAL VIDEO OF GEOSITE *GUA KELELAWAR PADAYO INDARUNG*

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ABSTRACT (10 PT)

This study explores the development of a promotional video for Geosite Gua Kelelawar Padayo Indarung, utilizing the Research and Development (R&D) methodology based on the Plomp model. The primary objective is to create an engaging audiovisual tool that highlights the unique features of the geosite and enhances visitor awareness. The research follows three key phases: the preliminary phase, which involves need analysis and planning; the prototyping phase, encompassing production and post-production activities; and the assessment phase, where experts in language and multimedia validate the video. Findings indicate that the promotional video effectively communicates the geosite's attractions, utilizing descriptive narration and high-quality visuals. Expert feedback suggests areas for improvement, including cave characteristic, several activities done in the spot and clearer navigation information. The study concludes that a well-structured promotional video can significantly enhance public interest and engagement with Gua Kelelawar, serving as a model for similar projects in tourism promotion.

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1. INTRODUCTION

As a capital city of West Sumatra, Padang is popular with its tourist attraction. There are many kinds of tourism can be enjoyed in this city, including the natural tourism regions, historical tourism, gastronomic tourism, shopping tourism, and convention tourism. The tourism industry in Padang has grown significantly in terms of destinations administered by the government, private sector, and community. This tourism boom is consistent with the significant number of local and international tourists that have visited Padang thus far. In 2023, the number of tourist visits to Padang City reached 3.66 million, outnumbering the 2.86 million who visited in 2022[5]. The increase in the number of tourist visits of course gives a positive impact on local revenue. According to Bhattacharya, et al., 2024, the tourism industry contributes significantly to economic development, employment generation, cultural exchange, and environmental protection. Moreover, it becomes an important factor in a region's development, prosperity, and happiness. Therefore, tourist destination development is a key component of the Padang Municipal Government's flagship program to boost the city's tourist potential.

There are a number of new exciting tourist attractions that have been promoted as alternatives for tourists who want to enjoy a different tourist atmosphere in Padang. One of them is Geosite *Gua Kelelawar* (Bat Cave) in Padayo Indarung area. *Goa Kelelawar* is stunning since it is placed at an elevation of 416 meters above sea level. The cave is inhabited by thousands of bats that fly freely inside, creating an exotic and challenging scene. Furthermore, it provides a one-of-a-kind experience unlike any other marine tourism destination in Padang. Natural beauty, travel challenges, and the uniqueness of this cave make it a must-see site for nature and adventure enthusiasts. The visitors may admire the view of Padang City from above, which includes the picturesque Padang Beach and some of Padang's iconic

building. The sound of birds and crickets, as well as the cold air, providing guests with an unforgettable natural tourism experience. Inside this cave, there are stalactite and stalagmite rocks in a variety of gorgeous shapes, as well as bright lights that cover the cave's walls.

As a new tourist attraction, a promotional media is needed. There are several ways of promotion media, including utilizing promotional video that can be shared on social media. The local governments need to conduct effective promotion and marketing to attract investors to invest in the regional tourism sector. The promotion and the marketing should use various media and methods that are creative, innovative, and sustainable, provide information, education, persuasion, and communication about regional tourism destinations to investors, tourists, and the community, and improve the image, reputation, and competitiveness of regional tourism.

Thus, this research explains the process of making promotional videos for Geosite *Gua Kelelawar Padayo Indarung* because this tourist spot still lacks a promotional media in form of video. In fact, video is currently a very powerful medium because it can reach all types of people anywhere and at any time. In addition, making a promotional movie is essential for informing and promoting this place, particularly to foreign guests. A solid promotion will enhance the number of visitors to this location, allowing it to be well maintained

2. LITERATURE REVIEW

Promotional Video

Promotional videos are the videos utilized to promote an object or place [3]. They have a longer duration than advertisements because they show more detailed sessions in promoting and showing what is contained in the object. In addition, Andika [17] defined promotional videos as a form of presenting information in audio-visual form, so that it is the key to inform a product or service to customers. In short, promotional videos are the media to promote and show the product or service to customers in the form of videos that have a longer duration than the advertisements.

In constructing the promotional video, there are three characteristics that are necessary to be considered. They are promotional style, duration, and target audience. The first characteristic is promotional style. It is used to provide attractiveness, comfort, and interest for the audience in the product or service being promoted. The next is the duration. It is important because the duration of the video will influence how the message is conveyed and not interpreted differently from what is intended. The last characteristic is the target audience. Selecting the target audience will influence language utilization and the scope of information that will be presented. All in all, taking all these characteristics into account, a high-quality video can be produced.

In addition, according to Degey et al. [3], there are three types of promotional videos: company profile videos, review videos, and testimonial videos. All of them have a purpose and specification. The company profile video explains more about the company's image and the specialization of the company. It contains a company's profile from the year of establishment to the development of the company. The review video provides a review of the advantages and disadvantages of a product or service, in which the purpose of this video is to provide an overview to customers to decide whether or not to use the offered product or service. Meanwhile, testimonial videos are made to showcase a customer's experience or opinion on something. This kind of video is interesting because it displays visuals, emotions, thoughts, and opinions of customers. On this occasion, the types of promotional videos that match the result of the need analysis would be testimonial videos. This type was chosen because the video would show the shape of the bat cave and the experience of the visitors who have visited the place.

Stages in Producing a Video

There are several theories about the stages of the video-producing process constructed by the video practical expert. One of them is Wibowo [16]. He illustrated that there are three stages in the video-producing process which is commonly called Standard Operation Procedures (SOP), namely pre-production, production, and post-production stages. Each stage consists of several steps that must be followed to produce a video. They are:

1. Pre-production

This step consists of several preparations that are necessary before conducting the production step. They are (a) finding idea: it includes finding an idea, doing research and creating a script; (b) planning: it functions to determine the production period, footage selection, talent, and crew selection to cost estimation or budgeting; (c) preparation: it functions to prepare everything needed for the video producing process (correspondence, permits, training for talent, and preparing equipment). According to Degey et al. [3], the pre-production stage should include story ideas, storylines, treatments, treatments, and storyboards that must be prepared to avoid mistakes in taking videos.

2. Production

This step involves the shooting and recording process. Both processes are implemented based on the narration that has been made in the previous step. The video results can also be checked in this step to prevent any obstacles for the next process. In case any errors happen to the video, then, the video retakes can be made immediately.

3. Post-production

This step is the final step of the video production process. It consists of editing, evaluation, and review. editing covers offline editing, online editing, and mixing. Meanwhile, the evaluation and review function to determine whether the video is suitable for broadcast or must make some improvements to any problems that appear in the video.

3. RESEARCH METHOD

This research is a Research and Development (R&D) study with Plomp model. This study aims to develop products and evaluate their validity. Research and Development (R&D) is a research methodology for analyzing the needs and effectiveness of products and evaluating them for functioning in the wider community and are adapted to learning objectives [14].

Plomp [11] constructed three stages of development in his model, namely the preliminary phase, the prototyping phase, and the assessment phase. The types of data in this study were quantitative data and qualitative data. The data were obtained through interviews and questionnaires. In development research, product development is the most important thing.

The first stage is the preliminary phase. In this phase, interviews with some informants were conducted. This phase functions to find the need related to the targeted promoted place. In this phase, the first steps of the video production process by Wibowo were conducted. The second stage is the prototyping phase. This phase functioned to construct the main activity of the research. In this phase, the two steps of the video production process by Wibowo were conducted. The last stage is the assessment phase. The product that had been developed is then validated by the experts. The validation form was served in questionnaire form.

The informants for the preliminary phase and interview are two people. They are the supervisor of Gua Kelelawar and a visitor.

4. RESULTS AND DISCUSSION

The result and discussion of this study are discussed below.

Result

There are two questions that are answered by this research. They are how the production process of making the promotional video of Geosite Gua Kelelawar Padayo Indarung and what are the validation percentages of the promotional video Geosite *Gua Kelelawar Padayo Indarung*.

1) The production process of making the promotional video of Geosite *Gua Kelelawar Padayo Indarung*








Three phases of Plomp's theory combined with Wibowo's theory were applied to accomplish the production process of this promotional video. The processes are explained below.

The first phase was **the preliminary phase**. The preliminary phase was aimed at finding out the need for the research. In this phase, the pre-production theory from Wibowo was also applied. They are finding ideas, planning, and preparation. Therefore, the combination of the preliminary phase and Wibowo's theory of pre-production would be finding ideas, conducting need analysis, planning, and preparation.

According to Wibowo [16], the first thing to do when producing a video is to find an idea. The idea was taken from a post from PT Semen Padang that was posted on Instagram. The post was about a tourist spot that had just opened and was inaugurated by the mayor of Padang, namely *Gua Kelelawar*. As the place had just opened, the news about the place was still new and original, so, it was decided to make a promotional video about his place.

Next is to conduct a need analysis about this place. Some questions were asked through interviews with two informants who were the supervisor of the place and the visitor. From the result of the need analysis, it was found that the government hoped that besides this Geosite *Gua Kelelawar* being a photo spot for visitors, there is also some knowledge and education that they can get by visiting this place, for example, the reason behind why *Gua*' wall is always wet, the age of the stalactites and stalagmites. Meanwhile, the visitors wanted to find out the view of bats hanging inside of the cave, the footpath from the parking lot to the cave, and the facilities. After the information was gotten through need analysis, it proceeded into a framework, then, a script to provide details of the atmosphere, action, and dialogue. Finally, a storyboard was made to make it easier for the cameramen because the scene had been described visually. This is based on Degey's (2016) theory of what should be included in the pre-production process.

Table 1. The Storyboard

No	Scene	Camera	Duration	Explanation
1		Bird eye ELS	00.00- 00.23	depicting the state of Goa Kelelawar from the air
2		LS	00.23- 00.43	model descending the stairs and enjoying the scenery, sounds of nature such as wind and birds
3		MS Follow	01.02- 01.25	the model wears a helmet before entering the cave. Stalactites and stalagmites, and the model passing through the water in the cave
4		LS	01.25- 02.00	model exploring the cave deeper with a flashlight
5		MS Pan Tilt	02.00- 02.25	displays the guide and shows the details of Goa kelelawar
6		MS	02.48- 03.34	displays the visitors
7		LS	03.34- 03.56	Facilities and model leave Goa kelelawar

The result of the need analysis is the base for the next stage, planning. In the planning stage, there are some procedures namely production time, talent selection, footage selection, and budgeting. The production time was conducted in the morning to get good-quality lighting. The lighting in the morning is not too bright so it gives more optimal results and prevents overexposure that affects the video quality. This time natural lighting is stable and equal, with no sharp shadows or overexposed areas that could affect the image quality. Next, the footage selection focused on the Goa Kelelawar and the surrounding area to ensure that the video could clearly depict the shape and condition of the Goa Kelelawar in detail. By limiting the video shooting area, the audience gained a better understanding of the unique characteristics of Goa Kelelawar, so that the visual message conveyed in the video was received clearly and effectively.

In addition, the promotional video used a professional model, Nazwa Ananda Putri, to make the proportions and appearance of the model in the video look better and more attractive. As a producer, the decision to use a professional model was to focus more on controlling the technical and artistic aspects of the shoot. Moreover, as both producer and cameraman, to get more effectively direct and control every technical detail, it must be ensured that every shot meets the desired quality standards. This decision proved effective in producing a video with high visual quality and the desired aesthetics. Last, the production costs must be adjusted and set before conducting the shooting process. It was done carefully to ensure that every element of the production was allocated appropriately. The budgeting was used for equipment rental, talent fees, transportation, and logistics.

Table 2. Budgeting Plan

No.	Equipment and Service	Price
1.	Drone Rentals	Rp. 250.000,00
2.	Model	Rp. 150.000,00
3.	Transportation	Rp. 100.000,00
	Total	Rp. 450.000,00

The last stage in pre-production is preparation. At this stage, the process of preparing everything such as permits, training for the talent, and preparing equipment. First, the approval and agreement from the management was conducted on 28 June 2024. Then, this promotional video used video talent or models. Before the shooting process, the talent must be trained to ensure that the shoot runs smoothly and that the results follow the planned script, Talent training was carried out during observation, because the talent did not appear too much and there was no dialogue, so the training did not take a long time. Last, to produce videos with good quality, it is necessary to have standard quality equipment to produce good videos because it helps smooth the production. When making observations, it has also been tried to take some videos, so it can be concluded that the equipment needed was a drone and a phone camera. Figure 1 below is the photo of the DJI Mini 3 drone which has a 48 MP camera capacity and the iPhone 11 with a camera resolution of 12 MP. Both pieces of equipment produce high-quality video. The equipment needed can be seen in the following picture.



Figure 1. Shooting Equipment

The second phase is the **prototyping phase**. In the prototyping phase, production and post-production stages were conducted.

The production stage consisted of shooting, interviewing, and audio editing. The shooting process was carried out for two days, on 19 and 20 July 2024. It was divided into two sessions because getting one perfect scene is not easy and may take several takes. On the first day, drone videos and footage were taken using talent. The rest of the necessary scenes were taken on the next day. It includes capturing detailed videos of Gua Kelelawar and in-depth interviews with both the management of Gua Kelelawar and the visitor. This scene provided a comprehensive view of the location and its interactions.

Furthermore, to get the best picture, there are some camera movements [11] used in shooting this video. They were panning, tilt, dolly, and follow. In addition, for the audio, the iPhone 8 Plus was used to record the audio due to its ability to produce high-quality and clear sound. The device is especially effective for voiceover (VO), as it consistently delivers excellent audio results that are suitable for this project.

The post-production stage was the final stage in producing the video process. This stage consisted of video editing, mixing, subtitling. This was the modification of Wibowo's theory [16] of the post-production stage. In conducting the video editing, the CapCut application was used. The process started with collecting and putting the raw videos in sequence. After that, color grading, sound effects, music, and credit titles were added to the video. below is the video editing process in the post-production stage.

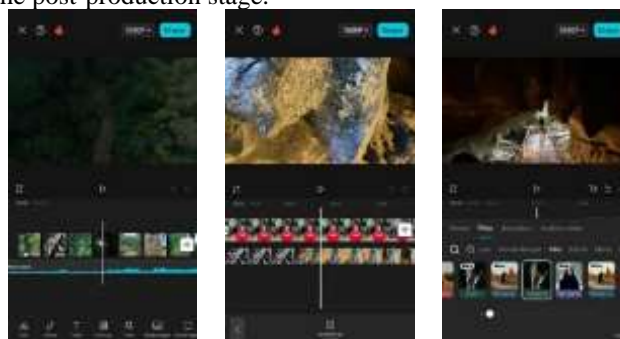


Figure 2. Video Editing Process

In the mixing stage, the audio that has been recorded is added to the video, and adjusted to match the video, music, and sound effects. The voice-over sound was set bigger than the other sounds, the volume was set to 400 so the music and sound effects would not drown it out.

The next stage is adding subtitles to the video. Before adding subtitles to the video, several steps were previously taken, namely translating the script from the source language to the target language using the *matecat* cat tool. Then the results of the *matecat* translation are refined and adjusted to the word equivalent. After fixing the translation results, the subtitles were added to the video. Subtitles in this video used the style of making subtitles from Donovan [18], namely the subtitle display time on the screen that consists of at least 1 second and a maximum of 7 seconds. The subtitles must appear when the character speaks and must disappear when the character stops, subtitles consist of two lines and per line filled with 35-42 words.

2. The validation value of the promotional video Geosite *Gua Kelelawar Padayo Indarung*.

The second question would be answered by applying the last phase of Plomp's model, **the assessment phase**. This phase was conducted by giving the validation sheet in the form of a questionnaire to one language expert and one IT expert.

The language expert is a professional expert in the field of language and communication who is asked to check and analyze the content and the language used in the creation of video scripts and Voice Over (VO). While IT experts are professionals who are experts in the creation, management, and analysis of media content on various platforms who are asked to check the multimedia content. The promotional video assessment questionnaire includes Content Quality (Clarity of message, relevance to the target audience, and overall Informative Value), Visual Quality (quality if graphics and visual, use colors and design, and overall aesthetics), Audio Quality (Clarity of voiceover/ narration, Suitability of background music, and Overall audio production quality), Engagement (Ability to capture audience attention, Emotional appeal, and Call to action effectiveness, Technical Quality (Video resolution and clarity), (Editing and transitions), and Overall production value) and Overall Impression (Overall effectiveness of the video, Likelihood of recommending this video).

The assessment results showed positive results, where overall, the experts gave a good response to the promotional video made. First is for the content quality, the video has clear objectives and has specific purposes. Then, for the visual quality, the promotional video use good resolution video and professional lighting. The color and fonts aline with brand identity throughout video. Moreover, the Audio Quality, the VO is easy to understand, the audio is clear, and the music background is appropriate. For the engagement, the video use storytelling techniques to create an emotional connection with the audience. In addition, for the technical Quality, it uses smooth transitions and logical structure. It also provides with adequate shooting equipment that give good quality of the video. Finally, for Overall Impression, it provides with subtitle and caption, so it can assist the viewers who are watching without sounds.

However, there are some notes that are taken into consideration to improve the video product quality that can be seen in Table 3.

Table 3. Assessment Questionnaire

No	Aspect	Details
1.	Content Quality	<ul style="list-style-type: none"> - The video intro should be made more interesting by showing various activities and forms of the Geosite Gua Kelelawar. - The video should explore more about the cave characteristics.
2.	Visual Quality	The video should add some footage at the end of the video and credit title.
3.	Audio Quality	The video should apply some Padang/ Minang music intrument to reperesent the video.
4.	Engagement	The video should add the narration of route to the cave. So, the viewers can engage with the video.
5.	Technical Quality	<ul style="list-style-type: none"> - The video should provide clear symbols and images in the video. - The video should explain more about the map or direction to the location and bar-code.
6.	Overall Impression	The video should show the experience of the visitors. The script and VO should be added and edited.

The expert's comments and ideas proved to be helpful input in improving the quality of promotional video both in language and IT perspective. By systematically reviewing and revising the promotional video, it can enhance its effectiveness and ensure it resonates with the audience.

Discussion

The purpose of this research is to create a promotional video to promote the new tourism spot in Padayo Indarung. This purpose is inlined with Rahmi's opinion as cited in Siahaan & Oktaviana [14] that advertising and promotion media, based on the function as part of information technology, have a very high impact on the world of tourism. Another opinion that shares the same agreement is Yudani's opinion as cited in Siahaan & Oktaviana [14] that stated, video advertising can convey information through images and sound so that it is more effective than other media.

In producing the promotional video, the video production procedure by Wibowo [16] is used. This action is also agreed with Morgana, et al. (2019) research that used Darwanto's Standard Operational Procedure (SOP) for the audio-visual production program which consisted of preproduction, production, and postproduction. In addition, to get preference pictures, four types of camera movement by Prananda et al. [12] were used. The same strategy of frame pictures chosen to get the planned objects was also utilized by Morgana et al. [10].

The evaluation of the promotional video for Gua Kelelawar, supported by feedback from language and IT experts, underscores the importance of a comprehensive assessment process in producing effective multimedia content. The feedback collected reveals both strengths and opportunities for improvement across multiple dimensions of the video, including content quality, visual appeal, audio clarity, engagement strategies, technical execution, and overall impression.

First, Content Quality. The positive evaluation of the video's clarity of objectives and specific purposes aligns with established principles of effective communication in promotional materials [7]. However, experts suggested that the introduction could be made more compelling by showcasing a wider array of activities associated with the geosite. This reflects findings from Meyer [9], which emphasize that engaging introductions are critical in capturing viewer attention and can set the tone for the entire viewing experience. Additionally, a deeper exploration of the cave's characteristics is recommended to enhance the informative value of the content, supporting the notion that informative depth increases audience retention [4].

Second, Visual Quality. The assessment highlighted the high resolution and professional lighting used in the video, which are essential for maintaining viewer engagement and conveying a sense of professionalism [15]. Experts recommended adding more footage at the end, including a credit title. This suggestion resonates with best practices in visual storytelling, as it reinforces credibility and acknowledges contributions, enhancing the community feel of the project [1]. Moreover, ensuring visual elements align with brand identity is critical for effective brand communication, as supported by Kotler and Keller [7].

Third, Audio Quality. The clarity of the voiceover and appropriateness of background music received positive feedback, reinforcing the idea that sound quality significantly impacts viewer engagement [6]. The suggestion to incorporate traditional Padang/Minang music serves as an example of how cultural elements can enhance emotional connection, making the content more relatable to the audience [4]. This cultural resonance is essential in promoting local tourism, as it aligns the video with the values and expectations of its intended audience.

Forth, Engagement. The use of storytelling techniques was commended for its ability to foster emotional connections with viewers. Engaging narratives are crucial in promotional videos, as they not only inform but also inspire action [6]. However, experts pointed out that including narration about the route to the cave could enhance viewer engagement by providing practical information. This feedback aligns with research indicating that practical guidance increases the likelihood of audience interaction with the content [8].

Fifth, Technical Quality. The technical quality of the video, characterized by smooth transitions and logical structure, was well-received. However, experts noted the need for clearer symbols and imagery to aid comprehension. This suggestion highlights the importance of technical execution in ensuring that viewers can easily follow the narrative [2]. Providing detailed explanations of directions and incorporating barcodes for location navigation could further improve the user experience, making it easier for viewers to engage with the content in real-world applications.

Lastly, Overall Impression. The inclusion of subtitles and captions was praised as an accessibility feature that enhances viewer comprehension, particularly for those watching without sound. This approach is consistent with contemporary media practices that prioritize inclusivity [8]. Additionally, the call for more content reflecting visitor experiences underscores the shift towards narrative-driven marketing, which can create a more immersive and compelling viewing experience [9].

The expert assessments provide a multifaceted view of the promotional video's strengths and areas for improvement. By addressing the feedback from language and IT experts, the production team can refine the final product to enhance its effectiveness in promoting Gua Kelelawar. This systematic approach to video production not only aligns with best practices in content creation but also ensures that the promotional material resonates with its intended audience, ultimately contributing to the success of local tourism initiatives

4. CONCLUSION

The production of the promotional video has led the team members to draw several conclusions. They are as mentioned below.

The first is about discovering the idea to produce this video, of course, it has several reasons for making a promotional video and it is important to know the significance of making the video. The significance of making the promotional video of Goa Kelelawar is because there are no promotional videos with this type of video testimonial in English and using subtitles available on social media. This promotional video is the latest version of the state and management of Goa Kelelawar after it was inaugurated as a tourist spot.

Second, the most important thing in producing a video is to ensure what stages will be carried out from pre-production to post-production based on experts. Then the most important process is also uploading videos through the right social media platform. For Goa Kelelawar promotion video, YouTube is the appropriate platform for distributing the video promotion, it has a relatively long duration.

Last but not least, the overall purpose of making this promotional video is to increase tourist interest in visiting Goa Kelelawar. In addition, it helps the local residents increase their income, and it provides the viewers with information about recommended tourist spots.

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