

Development of Motion Graphic Video Media on Promoting Embung Puri Idaman Tourism In Purwosari Village.

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Abstract: This study aims to analyze and develop video media that is valid and practical as a medium for promoting embung puri idaman tourism in purwosari village, East Oku district. This research is a development research using the borg and gall research model. The practicality and validity of the media were assessed by three expert validators, namely language expert validation, media expert validation, and material expert validation. The implementation of promotional video media was carried out in two stages, namely one to one trials and small group trials. The result of this study is a promotional video media tour that has an average level of validity on experts 93.5% with a very practical category. While the feasibility score at the one to one stage is 97.5% with a very feasible category, and at the small group stage is 86.42% with practical and valid categories. Based on the results of the above research, therefore, the tourism promotion video media developed attracts the attention of potential tourists, which is stated to foster interest in visiting Embung Puri Idaman so that it can be used.

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Introduction

The development of information and communication technology currently has a positive role in all areas of life, one of which is the use of motion graphic video-based media as a medium for disseminating information and communication. Currently, carrying out all activities online is one of the methods preferred by the public. Usually, in marketing products, goods and services, social media is often the tool of choice used. Promotion is a way to communicate and convey messages to the public regarding information about products, prices and services, and location. The goal is to provide knowledge, influence, remind consumers. In marketing activities for tourist attractions, promotional media is needed. Promotion is an activity that aims to influence consumers to become familiar with the products or services offered and ultimately be interested in buying or using the services. This is based on research conducted previously by Muhammad Insan Romadhon et al (2017), where the potential of social media as a tourism promotion tool that relies on community participation is indeed very large. Even though there is no official management yet, community participation itself has shown a significant impact on the growth of tourist attractions.

Now there are several villages that have been developed into tourist villages. One of the villages that has this potential is Purwosari Village, Belitang II District, East Ogan Komering Ulu (OKU) Regency. Purwosari Village is one of the villages that has potential in terms of tourism. There is a reservoir there which was previously a former land excavation which then became a swamp over the years. Purwosari Village is located in the highlands so the majority of the population are rubber farmers who only work in the morning, providing an opportunity for the community to manage the reservoir after they have finished working in the garden. This reservoir has potential that can be developed into a tourist attraction. Embung is an object that has the potential to be developed into a tourist attraction (Husin, 2023).

East OKU Regency is inhabited by various ethnicities and religions. Among them are indigenous tribes, namely the Komering tribe, the Ogan tribe, the Javanese tribe, and the Hindu community. Usually the indigenous people of East OKU, namely the Komering tribe and the Ogan tribe, will live in the same village or sub-district. So in this sub-district, on average, there are one tribe, so local wisdom such as stilt houses, traditional events, and selling typical South Sumatran food such as pindang will be easier to find there. Likewise with the Hindu community, they will live in one village, there are several villages there that are inhabited only by Hindus so that along the village road we will see many temples. The location of this tourist spot is quite difficult to find because it is in a village which is quite far from the main road, making this tourist attraction not widely known by the public. So far, information or promotion of Embung Puri Idaman Tourism has been spread by word of mouth. According to Husin (2022), tourism is a travel activity carried out by individuals or groups of people who visit a place temporarily for the purpose of recreation, personal development, or studying the unique tourist attractions of the place visited

The problem that arises is that UMKM in tourist canteens sometimes only get a little income. Even returning the capital for that day's merchandise is not enough, whereas the food they sell is usually food that must be finished that day. Until now, embung promotion has not been maximized through social media. Previously the promotion process was carried out by word of mouth, depending on the regent's posts when he came to visit. Because of this, innovation is really needed in promoting embungs so that the number of tourists increases, one of which is using video motion graphics media. The development of motion graphic videos as promotion is supported by the embung managers and village youth organizations who are already technologically literate, the community already has supporting facilities such as laptops and smartphones..

Research Method

This research is a type of product-oriented research and development and aims to develop motion graphic video media in the promotion of Embung Puri Idaman Tourism in Purwosari Village, East OKU Regency. Research and development is a process or steps to develop a new product or improve an existing product. The research and development strategy steps according to Borg and Gall in Sugiyono (2019) explain ten research and development steps that will serve as guidelines for this development. However, to save time, it will only go through six stages, namely initial data collection, product development, expert validation, initial revision, product testing, and final revision.

The focus of this research is to develop video motion graphic media that is feasible, valid and practical to use for the promotion of Embung Puri Idaman in Purwosari Village, East OKU Regency. The subjects in this research include fifteen local people as respondents, three experts, namely media experts, linguists and material experts. For media experts,

linguists and material experts as validators with minimum criteria of a Bachelor's degree and mastering knowledge related to the assessment object, the manager embung, and a small group consisting of seven local teenagers who have social media WhatsApp, Instagram and TikTok. This research will be held at the Embung Puri Idaman tourist attraction, Purwosari Village, Belitang II District, East OKU Regency.

The data collection techniques used were questionnaires and observation. The data analysis technique uses a Likert scale.

Table 1. likert scale rating criteria

Score	Criteria
4	Very Good
3	Good
2	Not Good
1	Very Not Good

Table 2 Media Validity Criteria

Score In Percent	Criteria
81,25 > skor ≤ 100	Vey valid
62,50 > skor ≤ 81,25	Valid
43,75 > skor ≤ 62,50	Fairly valid
25 > skor ≤ 43,75	Invalid

Result and Discussion

This research aims to produce videos that can be used by the management of the Puri Idaman Embung as promotional media so that more tourists come to visit the embung. According to Husin (2019), the concept of community-based ecotourism, namely prioritizing community involvement in the development of ecotourism in their region. Thus, (sustainable) tourism development needs to be supported by careful planning and must reflect three dimensions of interest, namely the tourism industry, environmental carrying capacity (natural resources), and local communities with the aim of improving the quality of life. Likewise with Embung Puri Idaman. By utilizing the village reservoir which is close to the river flow, the local community takes advantage of it by making the reservoir a tourist attraction. In managing the Embung, all local communities are involved. The existence of this embung also has an impact on the family's economic sector because the embung has many canteens and those who sell there are housewives.

The researcher made observations and filled out a questionnaire with the community around the embung who is also the head of the embung management, the promotion of this embung needs innovation, and MT agreed with the researcher's innovation proposal to create promotional video media using motion graphics. then develop the product. According to Gita Permata Puspita Hapsari and Zulherman (2021), through a validation process of media experts, material experts and language experts. After the media is finished, the next stage is media validation with three experts, namely media experts, material experts and language experts. These professionals have the responsibility to evaluate the media produced. The media must pass the three expert validation test stages, including language experts, material experts and media experts. Media experts, language experts and material experts are used to determine the truth of this video media. The scores received from the three experts who tested product validity were 100% material validation, 87.5% language expert validation, and 97%

media expert validation. Therefore, an average validation of 93.5% was obtained in the "very valid" category.

If the product being developed meets the indicator criteria for use as promotional media which includes information regarding road access to the location, an explanation of the history of the establishment of the embung, displaying the existing rides and facilities as attractively as possible, and an invitation to come visit the Puri Idaman Embung. After being categorized as very feasible, the researchers provided evidence by conducting one-to-one product trials with the embung management and small group trials with the Purwosari Village Youth Organization.

The observation assessment sheet is seen from four categories, namely score 4 which means the promotional video that the researcher developed to be a very good promotional media (SB), Score 3 which means the promotional video that the researcher developed to be a good promotional media (B), Score 2 which means video the promotion that the researcher developed to be promotional media is not good (TB), and a score of 1 means the promotional video that the researcher developed to be promotional media is very bad (STB). At the one-to-one trial stage, the product will be assessed by three embung managers, namely the chairman, the coordinator of the human resources development and creative economy division, and the coordinator of the public relations and publications division. Of the ten assessment aspects, the researcher got a score of 117. Therefore, the percentage of one to one trials that the researcher got was 97.5%.

The next trial was a small group involving seven members of the youth organization. Youth were chosen to be respondents because according to Agung Adi Saputra and Ismaniar Js (2019) youth are agents of change in empowering communities in tourism businesses. It is the village youth who determine whether this tourist attraction will be long-term or not. So it is necessary to involve youth so that young people in the village have awareness and initiative for the sustainability of the existence of Embung Puri Idaman. There were ten aspects of assessment and a score of 242 was obtained with a percentage of 86.42%.

According to Johari (2014), there are advantages and disadvantages to using video media. Benefits include the ability to depict the actual situation of a phenomenon process or event as an integrated part with other media, such as images, suitability for working on behavioral or psychomotor material, and the ability to convey messages more quickly and effectively than text media. The weakness of video content is that it is not very detailed when describing the lesson material because students must be able to remember every step. Apart from that, according to Nur Syamsiah Awuni and Khoiriyah Isni (2022), the advantages of using video media are that it can make it easier for someone to remember, it can be easy to understand, it can be repeated when listening to information on video media.

The video media used in this research is practical and valid, as can be seen from the explanation above, because it contains information in the form of videos and explanations about the Embung Puri Idaman tourist attraction which can add references to tourist attractions that can be visited if you are in East OKU Regency. Apart from that, this video can attract potential tourists to visit because the explanation is short but interesting.

Conclusion

After being evaluated by three media experts, a language expert, and a material expert with a percentage of 97% for media experts, 87.5% for language experts, and 100% for material experts, Embung Puri Idaman's promotional video media was deemed valid. With a very decent category score. Based on one to one trials, the researcher got a score of 117.

Therefore, the percentage of one to one trials that the researcher got was 97.5%. Meanwhile, in the small group trial stage, a score of 242 was obtained with a percentage of 86.42%. Based on the findings above, it can be said that the validated Embung Puri Idaman tourism promotional video media is declared valid and practical and can be used as a promotional media for Embung Puri Idaman tourism in Purwosari Village, East OKU Regency.

Recommendation

The people of Purwosari Village develop typical East OKU foods such as rengginang, peyek, and so on. Typical Embung souvenirs such as key chains. Embung managers must actively use social media to promote the embung.

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