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***PROMOTION CINEMATIC VIDEO DESIGN FOR SEMBULANG USING
UNMANNED AERIAL VEHICLE (DRONE)***

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ABSTRACT

Sembulang is a village in Galang Island, Sembulang has good tourism potential so that the local government makes the Sembulang be one of the tourist spots. not only has the potential for natural tourism but has a cultural value, a variety of crafts and special foods that make Sembulang have a uniqueness compared to other tourist villages. This research will examine the design of cinematic-themed promotional videos using qualitative methods. Data collection was carried out with several steps by taking the concept of video promotion, interviews, and direct observation, documentation and doing the production. The result of this research is a cinematic promotion video that presents informative and published videos in online media so that the video can be accessed by every internet user and it is expected to help the village government program to create a tourist village so that it can help tourists to visit this location to be their optional destination for vacation.

Keywords : Promotion Video, Tourism Cinematic, Drone, YouTube, Kelurahan Sembulang, Pulau Galang, Kepulauan Riau.