

# DESIGNING A PROMOTIONAL VIDEO TLOCOR MARINE TOURISM SIDOARJO TO INCREASE VISITOR

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## BACKGROUND

The design of this promotional video is driven by the vast potential of Tlocor Marine Tourism (WBT) as a unique natural destination in Sidoarjo, offering mangrove forest exploration and excursions to Lusi Island. However, this potential is currently hampered by a lack of promotional media, resulting in key information regarding facilities and educational value being poorly communicated. Consequently, visitor numbers remain below their full potential. This project aims to develop high-quality audiovisual content as a strategic marketing tool to build a positive image and attract more visitors, particularly from the family and working-age segments.

## DESIGN THINKING

### Emphatize

Researching Tlocor marine tourism to find problems that cause this tourism to be less attractive to potential visitors

### Define

Analyze observation data and determine target audience, placement and main problems

### Ideate

Develop promotional video concepts and storyline narratives

### Prototype

Creating a storyboard sequence, taking video footage and then the editing process

### Test

Share the final video to the audience to get suggestions for improvement



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## GOALS OF THE RESEARCH

The purpose of this research is to design a promotional video for Tlocor Marine Tourism to increase visitor numbers.

## RECOMMENDATIONS OF THE RESEARCH

Recommended that this study enhance visual storytelling and leverage digital platforms to maximize the reach of promotional content to prospective tourists.