SURABAYA TOURISM PROMOTIONAL VIDEO WITH THE THEME OF CULTURAL HERITAGE

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Various tourism potential owned by Surabaya, include; shopping, sightseeing cultural heritage, and culinary. Surabaya known as the city with the high side of history, it can be seen from the many cultural heritage. Start from religion relics, Dutch colonial heritage buildings, and the rest of Indonesia’s biggest battle in November 10th 1945. Heritage Tourism is a great tourism potential in Surabaya but still unexplored, compared with shopping and culinary tourism. Video promotion is one of the promotional material which combined audio and visual generated from a concept (promotional materials) that are realized in the form of media that have become a particular message to be and expected to be a main attraction or can be persuasive to the target audience.

Within depth interviews, questionnaires and observation, this research reveals that the promotional video Surabaya with the theme of cultural heritage and tourist keywords Surabaya, the Living Heritage may be the perfect solution to resolve these problems.

Keywords: promotional video, audio-visual, tourism, heritage, Culture, History