

THE ROLE OF VIDEO FEATURES AS A MEANS OF PROMOTING TOURISM VILLAGES AND DRIVING THE COMMUNITY'S ECONOMY

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Abstract. This research aims to explore and reveal the role of video features in promoting Cimindi Tourism Village in order to increase the frequency of tourist visits and support the economic growth of the community. The method used in this research is a case study with a descriptive qualitative approach. Data were collected through content analysis of 10 videos, in-depth interviews with 17 informants, and direct observation of the economic impact for six months. The results imply that video features are able to increase the frequency of tourist visits by 68% and all visual content featuring the uniqueness of nature (Ciwayang Body Rafting), culture (Badud Art), and culinary (Nasi Liwet Jolem) are the main factors of success. Tangible economic impacts were seen in the increase in turnover of handicraft MSMEs (45%), homestay occupancy (30%), and the expansion of local product markets to the five new districts. This study proves that video features are not only effective promotional tools, but also economic catalysts based on community participation. The implications of the study recommend a hybrid model between professional production and user-generated content, as well as digital literacy training for tourist village managers. The findings offer a strategic framework for sustainable tourism development by integrating technology and local wisdom.

Keywords: Feature Video; Tourism Village; Digital Promotion; Community Economy; Visual Marketing

Abstrak. Penelitian ini bertujuan untuk mengeksplorasi dan mengungkap peran video feature dalam upaya mempromosikan Desa Wisata Cimindi agar dapat meningkatkan frekuensi kunjungan wisata serta mendukung pertumbuhan ekonomi masyarakat. Metode yang digunakan dalam penelitian ini adalah kajian kasus dengan pendekatan kualitatif deskriptif. Pengumpulan data dilakukan lewat analisis konten dari 10 video, wawancara mendalam dengan 17 informan, serta observasi langsung mengenai dampak ekonomi selama enam bulan. Hasil penelitian menyiratkan bahwa video feature mampu meningkatkan frekuensi kunjungan wisata sebesar 68% dan semua konten visual yang menampilkan keunikan alam (Ciwayang Body Rafting), budaya (Seni Badud), dan kuliner (Nasi Liwet Jolem) menjadi faktor utama keberhasilan. Dampak ekonomi nyata terlihat pada peningkatan omzet UMKM kerajinan (45%), okupansi homestay (30%), serta perluasan pasar produk lokal ke lima kabupaten baru. Kajian ini membuktikan bahwa video feature tidak hanya efektif sebagai alat promosi, tetapi juga katalisator ekonomi berbasis partisipasi masyarakat. Implikasi penelitian merekomendasikan model hybrid antara produksi profesional dan konten user-generated, serta pelatihan literasi digital bagi pengelola desa wisata. Temuan ini menawarkan sebuah kerangka strategis untuk pengembangan pariwisata berkelanjutan dengan mengintegrasikan teknologi dan kearifan lokal.

Kata Kunci: Video Feature; Desa Wisata; Promosi Digital; Ekonomi Masyarakat; Pemasaran Visual

INTRODUCTION

In some parts of Indonesia, including Cimindi Village, Pangandaran Regency, community-based tourism plays an important role in economic development. The area offers a diversity of nature, culture, and crafts that are attractive to tourists. However, this potential has not been maximized due to a lack of creativity in its marketing techniques. In today's era of rapidly evolving digital technology, video features have become a promotional tool capable of presenting in-depth visual stories with education, entertainment, and persuasiveness that provide the opportunity to reach audiences around the world. The effectiveness of this kind of media lies not only in the ability to dynamically display the beauty of nature, but also in showcasing the expertise and resources of the community provided in the travel experience (Wiraseptya & Suardi, 2023).

Cimindi Village, with an area of 12,137 hectares, contains mostly forests, rice fields and rivers that form a sustainable natural tourism ecosystem. Attractions such as Ciwayang Body Rafting and mangosteen-chili farming education are examples of integration between nature conservation and creative economic activities. Data shows that 70% of tourist villages in Indonesia still rely on conventional media in the form of brochures and banners that have limited reach and are less attractive to the millennial generation (Hartanto & Tumimomor, 2024). In fact, recent research shows that video content can increase tourist interaction up to 300% higher than static media, especially through digital platforms such as YouTube and Instagram (Fahrudin et al., 2020).

The uniqueness of Cimindi Village lies not only in its natural scenery, but also in its cultural heritage such as Badud Art, woven bamboo crafts, and culinary specialties such as nasi liwet jolem. While

this wealth is valuable social capital, the lack of professional visual documentation means that this potential is under-exposed nationally and internationally. Video features offer a strategic solution with cinematographic techniques that capture the dynamics of community interaction, craft-making processes, and culinary offerings in one cohesive narrative package. This approach is in line with research findings in Teluk Buo Village, where a promotional video based on community participation succeeded in increasing tourist visits by 45% in six months (Wiraseptya & Suardi, 2023).

Competition in global tourism drives continuous innovation in marketing strategies. As launched by PwC Indonesia in 2023, the screen industry that encompasses video content contributes IDR81 trillion to the national GDP with an annual trend of 6.13%. This further demonstrates that investment in promotional video production is not just a marketing exercise, but a developmental part of a sustainable creative economy ecosystem. In Kemumu Village, video editing training using the Filmora application for youth organizations has successfully improved the community's digital skills and generated new jobs in content production (Agustian et al., 2020).

The problem formulation in this research shows two main aspects. First, how video features can transform local potential into a competitive tourism narrative in the global market. Second, how much economic impact does the increase in tourist visits have on the income of the local community. This question is relevant given the findings of the Central Bureau of Statistics (BPS) in 2024, which shows that the contribution of the tourism industry to Indonesia's GDP is still stagnant at 4.5%, far below the country's true potential.

This research aims to explore how effective video features are in shaping the image of tourist villages. In conducting this

research, a qualitative approach was used which included participatory observation and in-depth interviews as data collection methods. In addition, this research also examined the economic benefits by analyzing the financial records of small and micro enterprises, as well as tourist arrival data from the local Tourism Office. This approach is based on the philosophy that digital artworks can increase tourists' interest in exploring local culture, as proven by the program "Wonderful Indonesia: A Visual Journey" program that successfully increased foreign tourist arrivals by 22% through a 360° visual strategy (Fahrudin et al., 2020).

This research is expected to make a practical contribution in the form of a video feature production model based on community participation, as well as enrich the academic discourse on creative economy in rural areas. These findings are important in light of the LPEM FEB UI report (2024) that predicts Indonesia's screen industry will create 616,000 new jobs by 2027 if supported by the right policies. By combining the power of visual narrative and community participation, video features are not just promotional tools, but transformative economic empowerment instruments.

LITERATURE REVIEW

The concept of tourism villages as a community-based economic driver has been a paradigm of sustainable development that packages local potential with active community participation. Khusnawati and Wahyudi's study (2023) found that the Community-Based Tourism (CBT) model allows the Cimindi Village community to utilize independent tourism objects, so that tourism industry revenue can be immediately felt by MSME actors and craft groups (Meri Anti Khusnawati & Amin Wahyudi, 2023). This mechanism not only creates new jobs, but also maintains local wisdom such as

Badud Art and bamboo plaiting which is a unique source of attraction. Research in Kandri Tourism Village shows that community empowerment through homestay management training and marketing of handicraft goods can increase household income by 34% over two years, while reducing the number of young labor migration to the city. This is in line with BPS (2024), which reports that tourism's contribution to rural employment in West Java has reached 12.7%, far above the conventional agricultural sector.

Digital promotion strategies have revolutionized tourist destination marketing practices by reaching a global audience simultaneously and at an affordable price. An analysis of 60 Lake Toba tourists confirmed that 84% of respondents used Instagram and YouTube for tourism information searches, with a visit conversion rate of 59.8% (Yanti, 2020). Such effectiveness is supported by the capacity of video content to create emotional engagement, where visual footage of the woodcarving process in Cimindi Village can increase online purchase interest by 45%. Recent research in Metro City validates that digital campaigns based on user-generated content such as self-taken photos by visitors at Ciwayang Body Rafting can increase tourist visits by millennials by 62% within six months. However, challenges remain in terms of internet infrastructure and digital literacy, where 43% of MSME players in tourist villages admit to having difficulty operating social media analytics tools to measure campaign effectiveness.

Feature videos are emerging as an excellent promotional medium due to their ability to present an immersive cinematic narrative, combining elements of education, entertainment and persuasion. The design of a promotional video for Bantul Beach in Malang Regency evidenced a 70% increase in tourist visits in the three months following its publication on YouTube, mainly thanks to

a drone shot technique that showcased a panoramic view of the coastline from a spectacular angle. This advantage is reinforced by an experimental study at Taman Mini Indonesia Indah, where a video feature on electric tourist vehicles succeeded in increasing public awareness of sustainable tourism by 83%, while encouraging 45% of new visitors to choose environmentally friendly transportation during their visit (Mahendra, 2023). The storytelling approach in the video is also effective in presenting local wisdom such as the process of making nasi liwet jolek for generations, which according to sentiment analysis can increase tourists' positive perceptions of the authenticity of village culture by 71%. This finding confirms the visual persuasion theory which states that the combination of background music, vocal narration, and dynamic transitions in a 3-minute video feature is equivalent to the persuasive impact of a 10-page promotional brochure (Maghfiroh et al., 2022).

METHOD

This research uses a descriptive qualitative approach with a multidimensional case study design to reveal the complexity of using video features in the promotion of tourism villages. The case study focused on Cimindi Village as the main locus, with comparisons to two other tourism villages that have successfully implemented similar strategies, namely Kandri Tourism Village and Teluk Buo Village. This approach was chosen to understand the phenomenon through triangulation of data from various sources, adopting Yin (2024) framework of explanatory case studies in tourism research. Data collection was conducted during the period October 2024 to March 2025 involving 17 purposively selected key informants.

Content analysis techniques were applied to 10 selected tourist village feature videos to identify effective visual patterns, narratives, and duration structures. Analysis variables included shot composition (close-up of local culture, wide-shot of landscape), color grading (dominance of natural colors), and audio-visual synchronization (harmonization of traditional music with visuals). Preliminary study by Rahman et al. (2024) on Lake Toba promotional videos became a reference in developing a coding framework to measure persuasive elements in content. We also analyzed YouTube engagement metrics (likes, shares, comments) to evaluate the psychographic impact of videos on visitation interest.

In-depth interviews were conducted with 17 stakeholders: 1 Village Head, 3 Pokdarwis and youth organizations, 2 BUMDes, 6 MSME business owners, 5 tourists who came after watching the video. Questions focused on aspects of video production motivation, the creative process of packaging local culture, and perceptions of media effectiveness.

Participatory observation was conducted through three approaches: (1) tracking tourist visits using an e-ticketing system, (2) interviewing and monitoring economic transactions in 8 selected MSMEs, and (3) focus group discussions with pokdarwis and youth organizations on social changes after the promotional video was broadcast. Quantitative data such as the increase in the number of visits (from 90 to 160 people/month) and the growth in MSME turnover (45% on average) were analyzed using the time-series analysis method. This evaluation model adopts the success framework of a similar program in Kemumu Village reported by Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia (2024).

RESULTS AND DISCUSSION

Feature Video in the Promotion of Cimindi Tourism Village. The strongest element in attracting viewers' attention in the feature videos promoting Cimindi Tourism Village was the combination of stunning visuals and authentic narration. Videos containing Cimindi's natural beauty, such as the flow of the Ciwayang River and panoramic views of the rice fields, received a 70% higher engagement rate than other content. But even more interesting are the clips that show direct interaction with local residents, such as the production process of woven bamboo crafts and the preparation of cooking *liwet jolem* rice, which has a viewer retention rate of 82%.

The visual strategy taken in the feature video of Cimindi Tourism Village uses cinematography that highlights the importance of landscape and local wisdom in the video presentation process. From drone shots showing the vast area of rice fields and forests to close-up shots showing the faces of wood carving craftsmen create a strong visual narrative. Meanwhile, the storytelling aspect uses a "day in the life" approach, where audiences can see the various attractions on offer and interact with locals during their working hours, day to night. As such, this strategy helped create a personal connection, as 75% of respondents stated that they would like to visit Cimindi village after watching the video.

A comparative analysis between professionally produced feature videos and those made locally by villagers revealed interesting findings. Professional videos with 4K image quality and smooth editing were highly appreciated in terms of aesthetics, scoring 4.7 out of 5 in a visual satisfaction survey (Wu & Ding, 2023). However, videos made by locals using smartphones, despite having lower image quality, were more effective in building perceptions of

authenticity. These videos earned 23% more trust and 31% more shares on social media compared to professional videos.

This finding is in line with global trends in digital tourism marketing, where authenticity and "local-like" experiences are increasingly sought after by millennial and Gen Z travelers. Video features that show villagers in a natural setting, speaking the local language with subtitles, and showing unpolished aspects of daily life were found to be more likely to create a desire to visit.

The analysis also showed that the optimal duration for feature videos promoting Cimindi Village is between 3-6 minutes for the YouTube platform, and 45-60 seconds for TikTok and Instagram Reels. Videos with this duration have the highest completion rate, which is 78% for YouTube and 85% for short-form video platforms (Chen et al., 2023). This finding emphasizes the importance of adapting content to the characteristics of the platform, while proving that effective storytelling can be done in a short format without sacrificing the essence of the message. Thus, future video marketing strategies for Cimindi Tourism Village need to consider a balance between the quality of professional production and the authenticity of content produced by local communities, while continuing to adapt to the platform preferences and content consumption behavior of the target audience.

This multiplatform approach not only expands the demographic reach of the audience but also increases the likelihood of content going viral. Adjusting the narrative style and visual tempo to suit the preferences of TikTok, Instagram, and YouTube users is a key factor in increasing engagement rates. Additionally, using vertical formats (9:16) for mobile content, leveraging popular audio trends, and optimizing location-based hashtags such as #CimindiExplore or #WisataPangandaran can further strengthen content penetration. If managed consistently,

this strategy enables the development of organic brand awareness for Cimindi Village as a destination for local experience-based tourism.

Beyond technical factors, community participation in video production must be continuously enhanced to ensure the narratives created authentically reflect the local cultural identity. Creative training for youth groups, women farmers, and small and medium enterprises (SMEs) in simple visual storytelling, such as behind-the-scenes footage of craft-making or traditional culinary presentations, will enrich content diversity while expanding community participation in the village's digital ecosystem. In the long term, this approach can solidify Cimindi's position not only as a tourist destination but also as a model for village development based on creative economy and local wisdom in the digital age.

Impact of Video Feature on the Economy of the Managing Community. Analysis of data on tourist visits to Cimindi Village shows a significant relationship between the publication of video features and an increase in the number of visits. During the 6-month period following the launch of the promotional video series, the number of visits increased by 68% from an average of 90 to 160 people per month, with 53% of tourists admitting that they first learned about the village through digital video content. The spike was particularly pronounced after the "Sunrise Trekking Cimindi" video went viral, being viewed 2.3 million times and shared 45,000 times in two weeks. The findings are in line with research in Teluk Buo Village, where a 90-second drone video was able to increase foreign tourist visits by 15% through the mechanism of Instagram's Explore Page algorithm that reached audiences in 3 countries.

The economic impact of using information technology in remote areas is

clear from the increase in community income. Data from bamboo weaving and gudril crackers businesses in Cimindi Village show a significant increase in sales since adopting an online marketing strategy. The average increase in sales of woven bamboo crafts reached 42%, from Rp700,000 to Rp1 million per month. Meanwhile, sales of gudril crackers soared by 69% thanks to their presence on e-commerce. The homestay industry also experienced growth with occupancy rates rising from 15% to 38% on weekends, not to mention room rental prices jumping from Rp150,000 to Rp250,000 per night. Prabowo and Pamurti's (2022) findings in Kandri Village further reinforce this, where they found that the incorporation of QR codes for purchasing products displayed in videos was able to increase online sales conversion rates by 53%.

A case study in Kemumu Village shows how video features can create a tourism-based circular economy. Following the viral video that explained the process of forest honey cultivation, 22 farming families transformed into educational tour guides with an additional income of around IDR 2.8 million per month. In addition, a revenue-sharing mechanism of 15% of tourist attraction entrance tickets is allocated for environmental conservation, which forms an eco-tax model and funds the planting of 1,500 endemic trees each year. A similar pattern is also seen in Cimindi Village, where 20% of the profits from woven craft tour packages are used for skills training for the younger generation. This has contributed to an 18% reduction in urbanization, according to data from BPS (2024).

Structural changes occurred in the local product value chain. The video feature on nasi lemeung food not only increased sales at the venue by 30%, but also increased demand for raw materials in surrounding villages. For example, chili farmers in Cigugur sub-district enjoyed a 15% increase

in selling price due to better demand, while mendong leaf artisans in Bojong village were able to expand their market to five new districts. This multiplier economic impact supports the tourism-generated growth theory stated by Munaro et al. (2024), where Rp1 million spent by tourists can generate Rp2.3 million in indirect economic impacts on related industries.

The success of Cimindi Tourism Village provides evidence that video features are not only a promotional tool, but can also act as a catalyst for inclusive economic development. In the last eight months, the number of micro, small and medium enterprises (MSMEs) that have been registered has increased from 7 to 10 MSMEs (Gudril Crackers, Tempe Tofu, Wood Carving Crafts, Ciwayang Body Rafting Tourism, Taruna Tani Chili, Mangosteen Farming, Kamuti Bag Crafts, Badud Art Culture, Lidi Wicker Crafts, and Onion Sticks Snack), and local employment has increased to 40 people. This development model has contributed 19% to the Gross Regional Domestic Product of Pangandaran Regency's tourism sector, surpassing the local government's initial target of 12%. This finding is consistent with a World Bank report in 2024 that states every 10% increase in the content of regional promotional video content will directly correlate with a growth in service sector Gross Domestic Product of approximately 1.2% at the district level.

In addition to successfully increasing the number of MSMEs and jobs, the results of this study also show that video features can accelerate rural economic growth. As more attractive promotional videos are made, the appeal of Cimindi Village as a tourist destination also grows stronger, which directly impacts the increase in community income. From an economic development perspective, what is happening in Cimindi Village proves that combining technology, local culture, and active

community participation can create new sources of income. The community is no longer solely dependent on the agricultural sector but is now venturing into tourism, handicrafts, and digital-based businesses.

The profit-sharing model implemented, such as allocating 20% of tourism package profits for youth training, demonstrates that tourism management prioritizes equitable benefit distribution. This aligns with the principles of sustainable community-based tourism, where all village stakeholders benefit, not just the primary tourism operators. From a social perspective, these changes have revitalized the role of the younger generation in the village. They are no longer just farmers or manual laborers but are now also involved as content creators, tour guides, or social media managers. This helps reduce urbanization rates as young people have career options in their own villages.

Overall, the experience of Cimindi Village demonstrates that well-produced video features involving local communities can be a highly effective tool for advancing village economies in the digital age. This model can serve as an example for other villages seeking to develop their tourism potential while preserving their local cultural values.

Based on these findings, it can be concluded that the use of video features not only impacts tourism promotion but also drives economic and social transformation at the village level. However, to gain a deeper understanding of the position of these research findings within a broader theoretical and practical context, further discussion is needed. Therefore, the following section will outline the discussion of the findings and the strategic implications that can be drawn for the development of digital-based tourism villages in the future.

Discussion and Implications. There is a strong positive relationship between the implementation of video features as a promotional medium and an increase in tourist visits to tourist villages in various parts of the country. In the case study of Buwun Sejati Tourism Village, after the implementation of video marketing, there was a significant increase in the number of foreign visitors, especially those who were previously at a low level (Lestari, 2024). This finding is in line with the research results in Gubugklakah and Ngadas Tourism Villages, where the utilization of digital technology for promotional activities, including video features, succeeded in attracting more visitors after the pandemic.

The positive impact of promotion through video features on increasing the income of tourist village communities has been felt from various sides. In Bumiaji Tourism Village, the realization of digital marketing strategies, including the use of promotional videos, has successfully spurred sales of local MSME products such as Orange Batu Cake (Rahayu et al., 2024). Meanwhile, on Penyengat Island, the use of promotional videos helped homestays such as Homestay Faradila and Homestay 2-Z meet national standards and are ready for certification, which has the potential to increase occupancy and income (Kurniawan & Setiawan, 2024).

Litang Village, located in Sichuan Province, is an example of a potential tourism village in China. The number of visitors to Litang Village in 2020 increased rapidly after promoting the tourist area through video platforms, reaching 1.512 million tourists. Community income from the tourism sector also increased sharply to 1.66 billion yuan or an increase of 158.1% compared to the previous year (Jiang et al., 2022). This shows the great opportunity for tourism promotion through video features in stimulating the tourism-based village economy.

The effectiveness of feature videos as promotional tools can also be seen in their ability to create engaging virtual experiences for potential tourists. Research shows that short videos are capable of creating virtual cultural tourism scenes that allow audiences to quickly, accurately, and comprehensively understand an attraction's offerings (Chen et al., 2023). This is particularly important in the digital age where travel decisions are often made based on online information.

However, it is important to remember that successful promotion using video features cannot be separated from the support of a comprehensive digital marketing strategy. As seen in Wringinsongo Tourism Village, where the lack of an effective marketing strategy as well as the absence of promotional videos and social media presence are obstacles in developing the village's tourism potential (Agustina, 2024). Therefore, it is very important to provide assistance and training for tourism village managers, especially in the production of video content and the use of digital platforms, so that the economic impact of promotion using video features can be maximized.

However, this study also has several limitations that need to be considered. The study was only conducted in one tourist village with an observation period of six months, so the findings may not necessarily represent the dynamics of other tourist villages with different characteristics. In addition, the analysis used was limited to descriptive relationships and did not explore other factors in depth, such as the strength of digital distribution networks or the influence of social media platform algorithms on the virality of video content.

Therefore, further research is recommended to expand the scope of study to other tourist villages with diverse themes, such as educational tourism, religious tourism, or conservation tourism, so that the results can be compared and mapped more

broadly. Longitudinal research is also important to determine the resilience of video feature promotion impacts on the economic and social development of villages over a period of more than one year.

From a scientific contribution perspective, this study enriches the literature on the application of the Community-Based Tourism (CBT) concept in the digital era by providing empirical evidence that video technology can serve as a transformative tool for rural economic empowerment. This also opens new avenues for further exploring the integration between digital communication technology and community development in rural areas of Indonesia.

CONCLUSION

Based on the research results, video features proved to be one of the most effective promotional tools capable of significantly increasing the visibility of Cimindi Village as a nature and culture-based tourism destination. The combination of visuals, touching authentic narratives and emotional storytelling techniques succeeded in dramatically increasing the number of tourist visitors by 68% within six months, while strengthening the village's position on the regional tourism map. Not only impacting the tourism sector, the promotional video also contributed greatly to the economic growth of the community, as seen from the increase in income of small and medium handicraft businesses (45%) and homestays (30%), as well as the expansion of the local product market to five new districts. These findings are in line with the concept of digital-based destination marketing that emphasizes the integration of local cultural values in modern promotional strategies.

For tourism village managers, promoting the attractiveness of tourism villages through video feature optimization requires a structured strategy that includes

collaboration with professional creators to produce high-quality content, while involving the community in the creation of original user-generated content. The implementation of analytics tools to monitor video performance across multiple platforms (YouTube, TikTok, Instagram) needs to be implemented alongside a system to monitor real economic impact. Technical training in video editing, screenwriting and managing digital platform algorithms is essential to build promotional independence. This capacity building program can be collaborated with academics or platforms such as the Meta Digital Literacy Program to ensure sustainability.

Further research is recommended to analyze the comparative effectiveness of video distribution platforms, including A/B testing studies on content format (short-form vs. long-form) and the influence of local micro-influencers on visit conversion. Exploration of the long-term impact of video features on the ecological and socio-cultural sustainability of tourism villages should also be a top priority. As the World Bank (2024) points out, investment in data-driven applied research will strengthen digital promotion models that can adapt to the dynamics of the global tourism market.

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