

## DESIGN AND VISUAL STRATEGY FOR TOURISM PROMOTION: A CASE STUDY OF THE KELINGKING BEACH PROMOTION VIDEO, NUSA PENIDA

By:

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### Abstract

Kelingking Beach is one of the most well-known tourist attractions in the Nusa Penida Island region of Bali. Known for its iconic view of cliffs shaped like a pinky finger, which simultaneously becomes the main attraction of this beach's beauty. Although it is already well-known among tourists, the uniqueness and popularity of Kelingking Beach still require ongoing promotion to prevent it from being overshadowed by other tourist destinations on this Island of the Gods. The purpose of designing this promotional video is to help promote the Kelingking Beach tourist attraction more intensively through dissemination on various social media platforms. The design of this promotional video uses a research method that applies data collection techniques such as direct observation at the location, interviews with sources active at Kelingking Beach, and gathering library data and documentation about this tourist attraction. The data obtained is used as a reference basis in the creation of the video design concept and its supporting media. The result of this design is a narrative promotional video about a trip to Kelingking Beach with a duration of 05:58 minutes for YouTube. The content is persuasive, not only conveying visual beauty but also applying principles of visual communication design, aiming to influence public interest through a series of unique experiences on the journey to Kelingking Beach. The other design outputs are seven promotional support media in the form of t-shirt illustration designs, stickers, pins, video thumbnails, instastories, websites, and short videos for Instagram and Facebook reels, YouTube shorts.

**Keywords:** Promotional Video, Social Media, Planning, Tourist Destination

### INTRODUCTION

The tourism sector has promising prospects in generating foreign exchange for the country. According to Marpaung (2002:78) in (Pariyanti & Buchori, n.d.), the definition of tourist attractions and destinations is a form of related activities and facilities that attract the interest of tourists or visitors to come to a particular area or place. Bali is one of the regions in Indonesia that has a wide variety of tourist attractions. One of the attractions of Bali Island tourism is the beauty of its unique and beautiful beach tourist spots. Currently, tourists vacationing in Bali are not only interested in visiting Kuta Beach or Tanjung Benoa Beach, but they are also starting to look at the beaches on Nusa Penida Island, Bali.

On the island of Nusa Penida, there are several beach tourist attractions with very unique views, one of which is Kelingking Beach. Kelingking Beach is located on the Southwest side of Nusa Penida Island, specifically in Karang Dawa, which is why the local community knows it as Karang Dawa Beach. According to the article "Kelingking Beach: A Hidden Paradise in Nusa Penida" on the Gotravela website (Gotravela, 2018), Kelingking Beach is one of the favorite tourist destinations that attracts the attention of both local and international travelers. This beach has an extraordinarily beautiful view. Not only does it offer a stretch of white sandy

beach, but also a vast ocean that can be seen from the top of the cliff. The blue color of the sea can be seen from a distance on the beach shaped like a pinky finger (which is the origin of its name). There are many activities and photo spots that can be enjoyed here. Most of the visitors to Kelingking Beach are young people to adults who want to be active on social media; they often take photos with the beautiful Kelingking Beach as the backdrop. There are also some tourists who have great courage and excellent physical condition, willing to descend the steep beach cliffs down to the beach's edge, just to get beautiful photo spots and an extreme experience of climbing down the cliffs. If the tourist attraction Kelingking Beach continues to be well-developed, then Nusa Penida District will continue to advance in its tourism sector.

To attract the interest of continuously visiting tourists, appropriate promotional media is needed. In this case, promotional videos on social media serve as the main medium to attract more tourists by showcasing unique features and vacation activities that are not widely known to the public, as well as providing accurate information about the Kelingking Beach tour route for tourists. According to Muljadi (2009:9) in the World Trade Organization, as cited by Mahesti (2020), video is a publication medium that is informative and communicative. Video is considered the most informative and communicative because it can convey information that can be presented through a combination of audio, visual, and textual elements. Promotion using video media in this project was chosen because it is considered more effective. According to Wyzowl statistics, video content for marketing is being used by 63% of businesses. Of those 82% of businesses, they believe the most important strategy is to engage in video marketing. Studies show that an explainer video instills a desire to purchase a product in 74% of users who watch it (Suprobo, 2017). Based on that opinion, a video was chosen as the promotional medium for Kelingking Beach, Nusa Penida. The way to promote the video is by using social media. In the digital era, social media has become a trend in marketing communication. There are several social media platforms that are currently booming, including WhatsApp, Instagram, Twitter, Line, TikTok, Facebook, Telegram, YouTube, and others. For people who want their existence to be recognized by the wider community through social media, they usually use those open social media platforms. Because through social media, it is a place where one can interact freely and openly. Thus, the numerous status updates and posts are one way to gain widespread recognition.

Based on the report from wearesocial.com accessed from the online article titled Indonesian Digital Report 2021 (Haryanto, 2021), the number of internet users in Indonesia reached 202.6 million by January 2021. Additionally, wearesocial.com also found that 98.6 percent of internet users in Indonesia are consumers of online video content. Because of that, video-based social media platforms are currently popular. Primarily, short video applications have become one of the users' choices. Not only used for enjoying entertainment content, many also utilize it as a means of promotion and education.

Based on the findings of several studies above, the appropriate media to promote Kelingking Beach in Nusa Penida at this time is in the form of promotional videos through social media. The promotional video designed should have a duration of at least one to five minutes, specifically presenting information focused on the profile of Kelingking Beach tourist attraction. The advantages of using promotional videos include their wide reach and the ability to adapt to current technological developments through the internet and gadgets. The design of this promotional video aims to help introduce Kelingking Beach more widely and interactively, as a medium that has visual and audio elements that can be seen, visually animated, and heard, making its presentation much more engaging. The challenge in this project is how to design an informative and persuasive promotional video for Kelingking Beach that can showcase the unique charm of Kelingking Beach and help increase the number of tourist visits.

## METHODOLOGY

This research is a practice-led research commonly used by academic art practitioners in implementing their research results in the form of art and design practice (Carole Gray, 2007) in (Murwanti, 2017). In this project, the main focus is on the students' ability and expertise in applying visual communication design principles to video promotional media and its supporting media. The research activities were conducted in the Kelingking Beach area, Nusa Penida, to obtain data relevant to the design needs. The technique for collecting primary and secondary data was carried out through observation, interviews, and documentation. Primary data collection was conducted through direct observation activities at the Kelingking Beach tourist attraction. This observation was conducted to directly observe the tourist attraction of Kelingking Beach. In this observation, the spots of tourist attractions at Kelingking Beach that are deemed interesting for the purpose of capturing promotional video footage are observed, along with the tourists who visit, to be used as an approach in creating the promotional video. In the observation, primary data collection was also conducted through interviews with informants working in the Kelingking Beach area who can affirm the profile of visiting tourists. Meanwhile, for photo and video documentation, photos and videos of the natural beauty in the Kelingking Beach area were taken. Several similar research projects serve as references in the creation of this promotional video design, including Novia Dyah Mahesti's study "Designing a Promotional Video for Rembang Regency Tourism Destination" (Mahesti, 2020), the design of a promotional video for tourist boats at Penimbangan Beach, Singaraja, Bali (Pratiwi et al., 2020), and the design of a promotional video for Kawah Wurung Bondowoso as a promotional media (Mulyani et al., 2020). Efforts to Promote Tourism at Liman Beach through the Use of Social Media (Case Study on the Instagram Account @pantailimansemau) (Nugraha & Dami, 2021).

The concept of the video presented in this Kelingking Beach promotional video is narrative persuasive. The persuasive concept applied in the design of this promotional video emphasizes both verbal and visual invitations to the viewers, encouraging them to visit Kelingking Beach. The persuasive message in the promotional video is packaged with the appearance of a talent as the main character in the video, providing an overview of Kelingking Beach. The selection of a persuasive narrative design concept is intended so that the video can present information more intimately through the talent's presentation. The persuasive message in the video is also useful for attracting the interest of tourists (Mahesti, 2020; Mulyani et al., 2020; Pratiwi et al., 2020).

The hardware components needed to realize the design of video promotional media and supporting media to promote Kelingking Beach are a computer with specifications of an Intel(R) Core i5 CPU, NVIDIA GeForce GT 1050ti GPU, and 16 GB RAM, and an Acer Aspire3 Laptop, AMD Ryzen 5-2500U Processor, 8GB DDR3L Memory, AMD Radeon Vega 8 Graphics GPU, 14.6 Inch (1366 x 768 pixels) Screen Size, which functions to digitize the design of visual communication design works. Sony A6400 camera for capturing photography and videography in the Kelingking Beach area. Sony F 1/8 50 mm Fixed Lens to sharpen the camera's image capture results. Stabilizer Ziyun camera for capturing video footage to achieve more stable and better results. Samsung Galaxy A52 HP camera as an auxiliary tool for capturing video footage. Epson L360 printer for printing sticker designs, Jinka Pro cutting machine for cutting stickers according to the created design shapes. Acrylic printing machine to print merchandise pin brooch designs.

Meanwhile, the software used is Adobe Illustrator CC 2018 to create T-shirt illustrations, pin designs, and sticker designs. Adobe Photoshop CC 2018 for creating instastory designs, video thumbnail designs, and mockups so that the preview of the image design looks like the actual product. Adobe Premiere Pro CC 2022 to combine and edit video clips from Kelingking

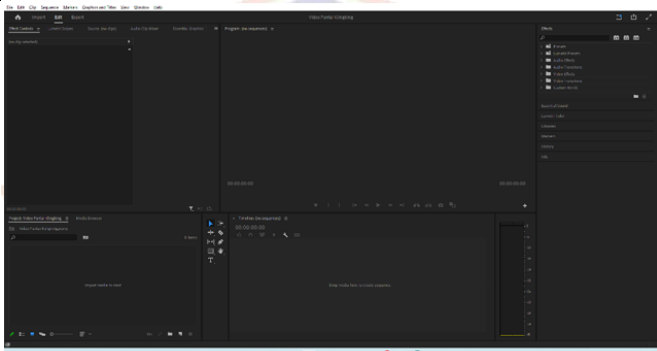
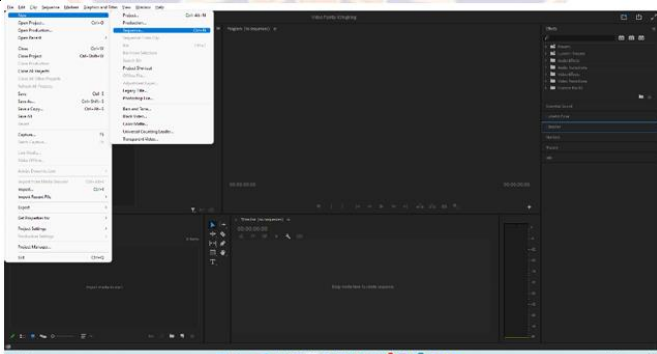


Beach into an engaging promotional video. The Capcut application to combine and edit video clips from Kelingking Beach into an engaging promotional video.

## RESULTS AND DISCUSSION

The video titled “Promotional Video for Kelingking Beach Tourist Attraction” is a travel video featuring a young person, played by a talent, to Kelingking Beach. This video showcases the journey in sequence from the beginning before crossing to Nusa Penida, including the travel process, activities at the location, and unique places around the area. This video is also packaged persuasively with a narrative that tends to be informative, serving as a source of information and a bridge to the target audience or tourists. The video showcases the activities of the community or tourists related to their journey to Kelingking Beach. Informative efforts are emphasized considering that the location of the tourist attraction with the starting point for tourists to Nusa Penida is hindered by the distance between islands, making it quite troublesome for first-time tourists to Nusa Penida. To anticipate this, the video tends to feature actors or talents to provide a visual representation to the audience from port to port and to spice it up with visual sensations so that the journey to visit Kelingking Beach in this video becomes more interesting. The cycle of the video production process begins with the creation of the storyline, storyboard, shooting, editing, rendering, and release in the media. Here is an overview of the editing process (table 1) and screenshots of each scene found at 05:58 minutes in the “Promotional Video for Kelingking Beach Tourist Attraction” in table 2.

Table 1. *Screenshot of the video editing process "Kelingking Beach Tourist Attraction Promotion Video"*

No.	Screenshot	Information
1		A desktop preview in Adobe Premiere
2		The initial step is to create a new sequence.

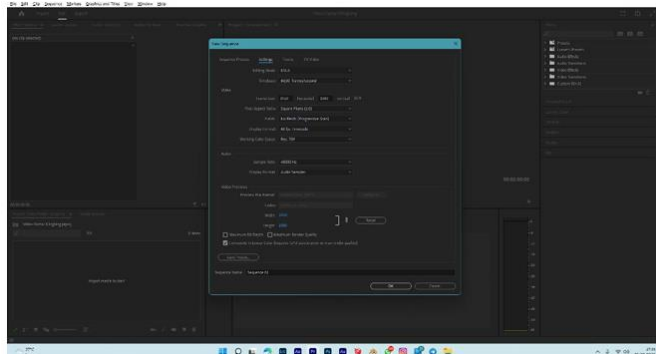
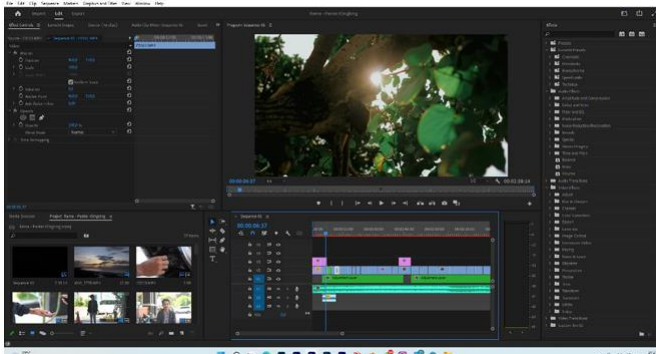
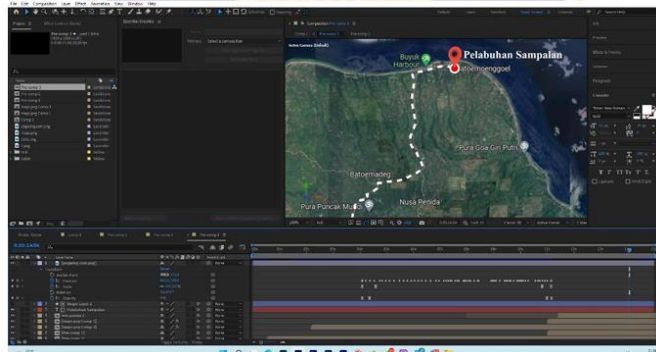












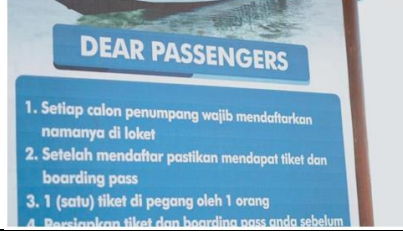

No.	Screenshot	Information
3		Set the sequence settings to match the video image the camera produces.
4		Include all the video materials to be edited, then add with the backsound, narration and adjust the color of the video to look cinematic which is placed on the adjusment layer.
5		Create an animation effect of a travel map from Sampalan Port to Kelingking Beach, using Adobe After Effects.







Table 2. Video scene "Promotion Video of Kelingking Beach Tourist Attraction"

Scene	Duration	Information
Scene 1 	00.00-00.10	This scene displays the title of the video that has been made, namely "Kelingking Beach Tourist Attraction Promotion Video". This scene gives the audience an idea of the identity of the title of the video being watched.
Scene 2 	00.00–00.05	This scene contains a view of Kusamba Beach, at sunrise. Kusamba is the name of the port in the Klungkung area that is the place of departure, this scene describes a tourist trip that will start in the morning.







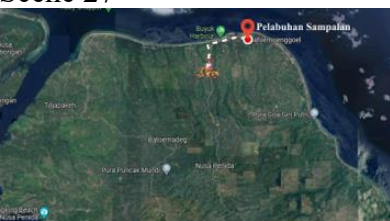
Scene	Duration	Information
Scene 3 	00.05– 00.06	This scene features sunlight penetrating from behind the leaves. This scene was taken at Kusamba Beach in the morning. This scene depicts the day that will begin.
Scene 4 	00.07– 00.08	This scene shows the crashing waves on Kusamba Beach. This scene was taken at Kusamba Beach in the morning. This scene gives the meaning of a journey across the ocean waves.
Scene 5 	00.09– 00.10	This scene shows the atmosphere of activities at Kusamba Beach. This scene means that the crossing to Nusa Penida not only transports passengers but also necessary goods.
Scene 6 	00.11–00.12	This scene shows the atmosphere of the activity of one of the porters, giving the meaning of workers. This scene means that the crossing to Nusa Penida does not only transport passengers but also necessary goods.
Scene 7 	00.13–00.14	This scene features a signboard of Sekarjaya Port in Banjar Bias Kusamba. Which informs the audience that this video shows one of the crossing points to Nusa Penida.
Scene 8 	00.15– 00.16	This scene shows the activities of freight workers helping each other. This scene means that the crossing to Nusa Penida also transports essential goods.










Scene	Duration	Information
<p>Scene 9</p> 	00.17– 00.19	This scene displays a picture of the Sekarjaya traders. informs in this Port Scene the atmosphere of traders in this port.
<p>Scene 10</p> 	00.19– 00.22	This scene shows the atmosphere of the counter at Sekarjaya Port, which is monitored by the police to ensure security. This scene informs where to buy tickets to cross to Nusa Penida.
<p>Scene 11</p> 	00.23– 00.27	This scene shows the atmosphere of passengers at Sekarjaya Port. This scene informs the place of the passengers when waiting before departure.
<p>Scene 12</p> 	00.28– 00.31	This scene shows passenger activities at Sekarjaya Port. This scene informs the passengers' activities at the time of departure.
<p>Scene 13</p> 	00.32– 00.39	This scene shows a rule board at Sekarjaya Port. This scene informs the rules and regulations that passengers must comply with when boarding the Sekarjaya Fastboat.
<p>Scene 14</p> 	00.39– 00.41	This scene shows the activities of the Sekarjaya Fastboat work crew. This scene informs the crew of the ship who is tightening the bridge pontoon rope at Sekarjaya Port so that when getting into the fastboat, the clothes used are not wet.







Scene	Duration	Information
Scene 15 	00.42– 00.48	This scene shows the atmosphere when the departure begins. This scene informs the journey up to the pontoon bridge to be able to get into the fastboat.
Scene 16 	00.49– 00.52	This scene shows the atmosphere when going up to the pedestrian bridge. This scene informs the activity of climbing the pontoon bridge to be able to enter the fastboat.
Scene 17 	00.53– 01.01	This scene shows the atmosphere inside the fastboat. This scene informs the activities of the ship's captain who is driving a fastboat.
Scene 18 	01.01– 01.06	This scene shows the atmosphere when taking a fastboat to Nusa Penida. This scene informs the natural scenery that can be seen when leaving the port.
Scene 19 	01.07– 01.11	This scene shows the atmosphere when you arrive at the Sampalan Traditional Port, Nusa Penida. This scene aims to give the audience an idea of the atmosphere when they arrive.
Scene 20 	01.20– 01.23	This scene shows the atmosphere after arriving at Sampalan Traditional Port. This scene aims to give the audience an idea of the atmosphere when they arrive.










Scene	Duration	Information
Scene 21 	01.24– 01.27	This scene features conventional motorcycle taxis around the Sampalan Traditional Port. This scene aims to provide an overview of the audience, if using their services.
Scene 22 	01.28– 01.32	This scene shows the atmosphere of passengers walking around the Sampalan Traditional Port. This scene aims to give the audience an overview of the activities around here.
Scene 23 	01.32– 01.38	This scene features a young man (talent) who has arrived at the Port. This scene depicts someone who wants to rent a motorbike around the Port.
Scene 24 	01.39– 01.46	This scene shows players/talents who are communicating renting a motorbike at the Port.
Scene 25 	01.47– 01.51	This scene features a player/talent who receives the key after agreeing to rent a motorbike. This scene was shot from a close distance to get the details of the scene.
Scene 26 	01.52 – 01.55	This scene features a player/talent who starts the motorcycle engine after receiving the key. This scene was shot from a close distance to get the details of the scene.
Scene 27 	01.56 – 02.09	This scene displays an animation of the google Scene 28 maps trip map from Sampalan Traditional Port to Kelingking Beach. This scene was created with after effects software.








Scene	Duration	Information
Scene 28 	02.10 – 02.17	This scene features an animation of a 3d map of Kelingking Beach taken from google earth. This scene aims to provide an overview of Kelingking Beach from the appearance of a digital map.
Scene 29 	02.26 – 02.27	This scene shows the atmosphere along the way to Kelingking beach. This scene aims to provide a visual representation of the journey.
Scene 30 	02.26– 02.27	This scene shows the atmosphere along the way to Kelingking beach. This scene aims to provide a visual representation of the journey.
Scene 31 	02.28– 02.29	This scene shows a journey through the entrance gate of Kelingking Beach. This scene aims to provide a visual overview when it is almost there.
Scene 32 	02.29– 02.33	This scene features players/talents who park vehicles at Kelingking Beach. This scene aims to provide a visual overview when it arrives.
Scene 33 	02.34 – 02.36	This scene features Kelingking Beach which can be seen from the top of the cliff. This scene aims to provide a visual representation to the audience. The scene uses an airplane camera or drone for a top view.
Scene 34 	02.37– 02.51	This scene shows Kelingking Beach as seen from the bird's eye view. This scene aims to provide the audience with a visual overview of the appearance of Kelingking Beach from above. This scene was taken using a drone.










Scene	Duration	Information
Scene 35 	02.52– 02.53	This scene features players/talents walking towards Kelingking Beach from the vehicle parking lot. This scene aims to provide a visual overview when heading to the location.
Scene 36 	02.54– 02.58	This scene shows the players/talents walking towards Kelingking Beach, taken from the front view. This scene aims to provide a visual overview when heading to the location.
Scene 37 	02.59– 03.00	This scene shows several visitors who are walking on Kelingking Beach. This scene aims to provide a visual overview while on location.
Scene 38 	03.01– 03.03	This scene shows several visitors who are walking on Kelingking Beach. This scene aims to provide a visual overview while on location.
Scene 39 	03.04– 03.05	This scene shows several visitors who are queuing up to take pictures to get a view of the cliffs at Kelingking Beach. This scene aims to provide a visual overview of the location.
Scene 40 	03.06– 03.17	This scene shows the atmosphere of visitors at Kelingking Beach. This scene aims to provide a visual overview of the location. This scene is made in a timelapse way or as if time is running fast.



Scene	Duration	Information
Scene 41 	03.18–03.19	This scene features players/talents who walk looking for a place to view the iconic cliffs at Kelingking Beach. This scene aims to provide a visual overview while on location.
Scene 42 	03.20–03.24	This scene features players/talents walking down the stairs to find a place to view the iconic cliffs at Kelingking Beach that can be seen clearly. This scene aims to provide a visual overview while on location.
Scene 43 	03.25–03.33	This scene features performers/talents who walk enjoying a photo view of the iconic cliff at Kelingking Beach that can be seen clearly. This scene aims to provide a visual overview while on location.
Scene 44 	03.34–03.38	This scene shows a view of Kelingking Beach from the area where the player/talent is standing. This scene aims to give the audience an idea when looking directly from this area.
Scene 45 	0.39 – 03.43	This scene shows a view of Kelingking Beach from a fairly close distance. This scene aims to give the audience a closer look at the crashing waves and white sand.
Scene 46 	03.44–03.50	This scene features a performer/talent walking towards a restaurant near Kelingking Beach. This scene aims to give an image when you are tired and want to fill your stomach.
Scene 47 	03.51–03.52	This scene features a food menu at a restaurant near Kelingking Beach.

Scene	Duration	Information
<p>Scene 48</p> 	03.53– 04.02	This scene features players/talents who are eating at a restaurant near Kelingking Beach. The purpose of this scene is to provide an overview of one of the foods here.
<p>Scene 49</p> 	04.03– 04.06	This scene features a place to eat near Kelingking Beach. This scene aims to give an overview of one of the places to eat here.
<p>Scene 50</p> 	04.07– 04.09	This scene shows the atmosphere of a place to eat near Kelingking Beach. This scene aims to give an overview of one of the places to eat here.
<p>Scene 51</p> 	04.10– 04.45	This scene shows an animation of google maps looking for lodging. This scene aims to provide an overview for the audience who want to find a place to stay near Kelingking Beach.
<p>Scene 52</p> 	04.46– 04.49	This scene features photos at one of the inns. This scene aims to give the audience an overview of one of the places to stay in Nusa Penida.
<p>Scene 53</p> 	04.50– 04.52	This scene features a player/talent who rides a motorcycle to one of the places. This scene aims to give the audience an overview of one of the unique temples near Kelingking Beach.
<p>Scene 54</p> 	04.53– 04.54	This scene features a unique temple name sign near Kelingking Beach. This scene aims to give an overview to the audience for those who are Hindu, if they want to come to pray there.



Scene	Duration	Information
<p>Scene 55</p>  <p>Pura Peluang</p>	04.55– 04.59	This scene shows players/talents walking into the Opportunity Temple area. This scene aims to give an overview to the audience for Hindus, if they want to come to pray there.
<p>Scene 56</p> 	04.59– 05.10	This scene features a unique palinggih at Pura Peluang. This scene aims to give an overview to the audience for Hindus, if they want to come to pray there.
<p>Scene 57</p> 	05.10– 05.12	This scene features a unique palinggih at Opportunity Temple in the form of a car. This scene aims to give an overview to the audience for Hindus, if they want to come to pray there.
<p>Scene 58</p> 	05.13– 05.21	This scene features snippets of several moments on Kelingking Beach. This scene aims to give the impression of some of the activities that are captured there.
<p>Scene 59</p> 	05.22– 05.31	This scene features the moment the player rides a motorcycle. This scene aims to give the impression of a player/talent who left Kelingking Beach after spending his time there.
<p>Scene 60</p> 	05.32– 05.36	This scene shows the performers/talents waving at the camera. This scene aims to give the impression of the player/talent who said goodbye to the audience for listening to this promotional video.
<p>Scene 61</p> 	05.37– 05.58	The last scene shows the credit title and logo. This scene aims to provide information to the audience about the parties involved in this promotional video.



The promotional video made on this project is 1920 x 1080 pixels with a duration of 05.58 minutes, and a size of 9:16 for a short promotional video. This promotional video has been published on several social media such as Youtube, Facebook, Instagram, and Blog Website. The content of a persuasive message as well as a narrative is presented by the performers/*talents* who appear at 01.32 until the end of the video. Its presence is shown provocatively, although without dialogue, which is shown through the use of *long shots* and *median shots* in several scenes, especially which are useful for emphasizing a place that must / need to be done/visited by the audience if traveling to Kelingking Beach, Nusa Penida. In general, this promotional video can provide a different perspective from a travel video in general because the concept of persuasion that is highlighted is not verbally conveyed but more in the form of provocative actions of *talent* that are expected to influence the audience. In addition to promotional videos, this project also designed supporting media packages in the form of t-shirt designs, stickers, pins, video thumbnails, instastories, websites, and short videos on Instagram, youtube, and facebook that have the same visualization and support promotional videos (see table 3).

Table 3. Supporting media design "Kelingking Beach Tourist Attraction Promotion Video"



T'shirt design



Pin design



Sticker design



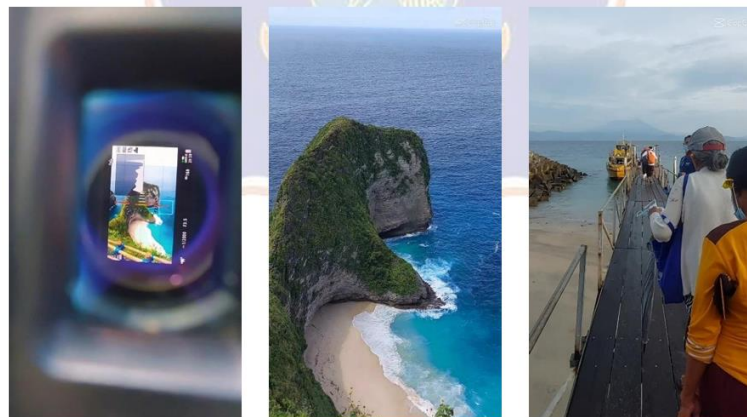
Video thumbnail design



Website design  
(for device  
viewing)



Instastory design



Short video design for Instagram Reels, Youtube Shorts, and Facebook.

## CONCLUSION

Kelingking Beach is one of the recommended tourist attractions if you want to vacation in Nusa Penida. The designer tries to help promote the tourist attraction of Kelingking Beach by making promotional videos that are published through social media. The promotional video was chosen because it is considered to have more advantages, namely in the form of audio visuals to promote the natural beauty of this place. Meanwhile, social media is chosen as a medium for disseminating or publishing videos because there are so many social media users in this day and age, therefore it is appropriate that the video work that has been made will use social media as a means of publication promotional videos to attract the interest of audiences and tourists who want to visit Kelingking Beach. This promotional video was made with a size of 1920 x 1080 pixels with a duration of 05.58 minutes, and a size of 9:16 for a short promotional video. This promotional video will be published on several social media such as Youtube, Facebook, Instagram, and *blog websites*. In addition to promotional videos, the designer also made supporting media to help promote Kelingking Beach. The supporting media made are t-shirts, stickers, pins, *video thumbnails*, instastories, *websites*, and short videos on Instagram, Youtube, and Facebook.

This design shows that the narrative persuasive approach in destination promotional videos is able to create a visual experience that drives the interest of tourists. Follow-up research can evaluate audience responses to videos quantitatively or through A/B testing on social media.

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