Utilizing Chinese Videos as Promotion Strategy for Pancuran 7 Baturraden

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Abstract: *There are a lot of captivating natural tourism potentials in Banyumas Regency. One of them is Pancuran 7 (Pitu/Seven), which situated in the Banyumas Regency's Baturraden tourist region. Pancuran 7 is overseen by PT Palawi Risorsis, a company involved in several aspects of natural tourism, including trade, event organizing, agribusiness, agroindustry, outbound center, and tour travel. Pancuran 7 is renowned for its seven exquisite waterfalls that are found naturally. But there haven't been any international visitors, especially Chinese tourists, since the outbreak. To enhance the number of Chinese tourists visiting Pancuran 7 Baturraden, promotional videos in Mandarin must be produced. The following techniques are utilized to acquire data: internet browsing, literature study, documentation, interviews, and observation. The communicative method is employed by the author in translating. Subtitles and voiceovers were then employed by the author on the video. Producing a promotional film for Pancuran 7 Baturraden with Chinese voiceover and subtitles and posting it to modern social media platforms like Instagram and Tiktok is the end product of the work practice. The number of visitors from China is anticipated to rise as a result of these videos.*

Keywords*: Pancuran 7, Baturraden, Promotion Strategy, Chinese Video, Chinese Tourist*

INTRODUCTION

Nowadays, the tourist industry is one of the main sources of income for many industrialized and developing nations, including Indonesia. The tourism industry continues to be the primary source of foreign exchange contributions for several ASEAN neighbors, including Thailand and Singapore. As per Menparekraf Sandiaga Uno's comment from the World Economic Outlook report's January 2024 edition seen in the X application, it is expected that following the pandemic, Indonesian tourism would resume its usual course in 2024. In 2023, foreign visitors numbered 11.68 million, a 98.30% increase over 2022. The five nations that traveled to Indonesia the most in 2023 were from Malaysia (16.28%), Australia (12.26%), Singapore (12.11%), China (6.75%), and Timor Leste (6.24%), according to BPS data from that year. Central Java received 129,718 international visitors in 2022, according to the Central Java Tourism Statistics Book in Figures. One of the popular tourist locations on Java is Central Java, which has an amazing array of man-made, cultural, and natural tourist attractions. There are numerous possible natural resources in Central Java.

Banyumas Regency, located in Central Java Province, is considered a highly significant place due to its location in the midst of the railway line that connects Jakarta, the capital city, and the Yogyakarta Special Region, according to Banyumas Regency Data and Information (2022). Banyumas Regency occupies 132,759 hectares, or roughly 4.08% of Central Java Province's 3,254 million hectares. According to information from Banyumas Regency's Office of Youth, Sports, Culture, and Tourism, the region is well-known for having 68 tourist sites (both man-made and natural). The

tourist destinations in Banyumas Regency with the biggest volume of visitors are Pangsar Sudirman (38,504), Curug Song (74,744), Pine Forest (144,702), Balai Kemambang Park (60,198), and Baturraden Tourism Center (178,589 visitors). The number of tourists that visited Banyumas Regency's tourism attractions in 2021 was as follows:

Table 1. Number of Visitors to Tourism Objects in Banyumas Regency Area during 2021

No	Tourist attractions/destinations	Number of Visitors
1	Lokawisata Baturraden	178.589
2	TRAP	22.248
3	Taman Balai Kemambang	60.198
4	Pangsar Sudirman	38.504
5	Museum Wayang	1.392
6	Gedung Soetedja	680
7	Kalibacin	5.995
8	Bumper	6.603
9	Wana Wisata Hutan	29.909
10	Pancuran 7	2.857
11	Pancuran 3	11.393
12	Telaga Sunyi	14.303
13	Watu Meja	571
14	Curug Cipendok	24.975
15	Telaga Kumpe	16.428
16	Wana Pramuka	1.436
17	Jenggala	17.105
18	Bukit Pandang Munggang	1.092
19	Curug Bayan	36.259
20	Hutan Pinus	144.702
21	Curug Song	74.744
22	Banyumas Adventure Forest (BAF)	908
23	CAUB (Camp Area Umbul Bengkok)	33.569
24	Curug Telu	17.194
25	Greenstone	-
26	The Village	12.569
27	Perapaam Gerduren	5.071
28	Wisata Religi Ragan Tali	1.253
29	Sumur Gua	-
30	Sentana	11.238
31	Taman OTCA	-
32	Germanggis	19.673
33	KR. Karang Tirta	2.409
34	Prawirta Garden	226

35	Bukit Mbulu Watu Gede	812
36	Dreamland	-
37	Bukit Kendalisada (BUKEN)	-
38	Watu Jonggol	2.703
39	Lorong Blotong	415
40	Gunung Laos	-
41	The Forest Island	23.576
42	Curug Nangga	1.095
43	Bukit Watukumpul	612
44	Caping Park	-
45	Outbond Candi	26.427
46	GWK	12.980
47	Saka Tunggal & Taman Kera	5.928
48	DTW Pagubugan	29.172
49	Small World	20.414
50	DEPO BAY	6.304
51	KR Tirta Kembar	-
52	KR Tirta Alami Pancasan	17.108
53	Curug Gemawang	798
54	Karang Pengiyongan	1.837
55	Wisata Pereng	11.748
56	Alas Kaliung	-
57	Gua Damar	317
58	Gua Serwiti	388
59	Gua Lawang	53
60	Wadas Tumpang Gn. Wetan	-
61	Banjar Panepen	-
62	Bukit Pangonan Indah	15.420
63	KR Lokasana Asri Somagede	8.092
64	Panembahan Gn Wetan & Kulon	-
65	Syeh Mehkdum Wali	17.917
66	Syeh Akhmad Mohammad	-
67	Syeh Abdus Somad	-
68	Curug Gomblang	5.342

Pancuran 7 (Pronounced 'Pitu' which literally meaning 'Seven' in Javanese), is a well-known tourist destination in Baturraden. It features seven springs and a geothermal water source that runs straight from Mount Slamet. The position is roughly 2.5 km west of the Baturraden Tourism Center in Purwokerto, Central Java, in the center of the Damar and Pine Forest. One can use a private vehicle to get to this tourist destination. A 5-kilometer stroll can be taken by visitors from the Wana Wisata Baturraden gate. Because Pancuran 7 has seven natural springs that run straight from Mount Slamet, the name "Pitu" (meaning seven) in Javanese is derived from this term.

The water fall in Pancuran Pitu is approximately one meter high, and seven springs are formed by the constant flow of 70°C hot springs that contain sulfur and other minerals. The sulfur concentration works well for treating a number of illnesses, including kadas, rheumatism, and scrapes. Depending on how many body regions you want massaged, you can discover services that offer massages and scrubs utilizing sulfur media for guests. The charges range from IDR 10,000.00 to IDR 50,000.00. Pancuran 7 had 2,857 visitors in 2021, which was still less than Pancuran 3's 11,393 guests (Data and Information of Banyumas Regency Indonesia, 2022) . Pancuran 7 is one of the tourism attractions that are overseen by PT Palawi Risorsis Baturraden, a travel industry subsidiary of PT Perhutani.

As part of its tourism promotion plan, PT Palawi Risorsis Baturraden makes use of traditional media as well as social media platforms including Facebook, Instagram, and the official website and traditional media such as of banners that are erected at key locations throughout the Baturraden tourism region. Conventional media promotion, on the other hand, is still regarded as less engaging and its relevance may erode with time. In order to draw in internet citizens (netizen), it is therefore imperative to support promotional efforts using social media that might be more engaging.

Figure 1. Information Board of Pancuran 7

People all around the world may connect with one another thanks to social media. A business can benefit from the numerous social media applications that have arisen along with the internet's rapid development of technical effects (Widayati & Augustinah, 2019).

PT Palawi Risorsis Baturraden's social media presents photos and videos of tourism promotions to show the charm of the beauty of Wana Wisata Baturraden including Pancuran 7. Promotion is one of the keys to product success in the market, promotion must be good and correct and in accordance with the marketing strategy that has been set, both in terms of segmentation, targeting and positioning. Promotion is a unique activity and must constantly change according to the development of lifestyle and market share(Wijayanti, 2017).

Visits from both domestic and foreign tourists are the goal of Pancuran 7 Baturraden's tourism promotion. Prior to the pandemic, domestic travelers traveled on weekends and public holidays, whereas the majority of international visitors came during the middle of the year. To enhance prospects for foreign tourism, particularly from China, the writer devised a novel marketing approach by creating a Mandarin promotional movie that appeals to both Chinese and domestic travelers. To draw in

Chinese tourists, the Pancuran 7 promotional videos had been posted on TikTok, and to draw in local tourists, on Instagram.

In order to attract tourists to Banyumas Regency and keep them interested in visiting its tourist attractions, promotion is an effective way to introduce tourism. It also helps to maintain the level of visitor traffic to prevent it from being overtaken by other attractions and from declining. Video is an educational publication medium, and that is how the promotion will be done.

A video intended to promote anything is called a promotional video. Because they can communicate information using both auditory and visual elements, videos are thought to be the most educational and communicative mediums (Mahesti, 2020) Video is a tool for promoting goods and services in addition to being used to disseminate information about events and as an instructional tool. Compared to simply showing a picture or audio file, the target customer base that will be targeted will be more readily drawn to videos due to their highly informative and communicative character. Clear narration, suitable back sound, and eye-catching cinematography are also features of promotional videos.

Compared to other traditional promotional media, promotional films are more advantageous since they can be used on a variety of digital platforms, including social media, travel websites, Youtube, television, and so forth, and because they have a wider audience and portray products as real. Promotional videos are frequently employed as a means of introducing or reminding viewers of details about a good, service, occasion, location, or tourist attraction (Adi & Heri, 2019).

Kosala (2018) claims that video media can combine text, audio, and visuals to communicate with viewers, leaving them with a recollection that can be utilized as study material for the events that occurred. Video can be understood as a recording in transmission, a video frequency that a television can receive (Setiawan, 2018). The recipient is able to understand the media that is being sent by the sender, particularly when it comes to matters concerning crucial information. Media is now frequently employed in marketing campaigns.

One of the sales techniques known as "direct marketing" makes use of direct marketing media in the absence of parties acting as middlemen in transactions involving the purchasing and selling of goods or services or haggling over their prices (Mathory & Syahna, 2022). One popular direct sales method available today is a form of social media marketing direct marketing. This is due to the fact that it is not only cost-effective but also shown to be efficient. The most popular social media platforms for short video product advertising in the market include Facebook, Instagram, TikTok, WhatsApp, YouTube, and others.

Douyin is another name for TikTok in China. Perusahaan Riset Aplikasi Sensor Tower (2020) reports that in August 2020, the TikTok app had 63.3 million downloads on the Play Store and Apple Store, making it the most-downloaded software. Around 160 million Indonesians use social media regularly, and the TikTok app is a user-friendly and easy-to-use social media platform that reaches a large audience of about 64% of internet users (Hasiholan et al., 2020). As a result, millennials and members of Generation Y and Z frequently use TikTok. The majority of TikTok users in Indonesia between the ages of 14 and 24 are members of generations Y and Z (Wijaya & Setyo Utami, 2021). Online purchase is a common activity for this generation. TikTok is a useful social media platform for promoting products because of this. In addition to being simple to use for creating brief videos, Susilowati notes that users can add amusing and distinctive effects and music as they see fit (Susilowati, 2018). One of the

most popular apps for those using social media is still TikTok. Pancuran 7 managers have utilized promotional media such as YouTube to promote tourism videos. However, YouTube media now includes a lot of spam commercial advertisements that must be played in every video, so the author tries to use other media options that are lighter and faster to access tourism videos such as the Tiktok application.

One of the many challenges facing the findings of the literature reviews and observations carried out by researchers at the Pancuran 7 tourist site is advertising. Data from employees of PT Palawi Risorsis Baturraden indicates that promotional videos posted on social media are viewed as less appealing and having little impact on prospective international visitors. This is demonstrated by the fact that, in contrast to the 6,286 foreign visitors in 2022, there were zero foreign visits in 2022 (Central Java Tourism Statistics Book in Figures 2022). Therefore, by creating Mandarin-language promotional videos of Pancuran 7 Baturraden attractions and posting them to Instagram and TikTok, the author is interested in researching the most recent promotional strategies to increase opportunities for foreign tourists to visit Pancuran 7, Baturraden, Indonesia. Based on data from Dimas Satria for 2021-2022 below:

Table 2. Number of Visitors to Tourism Pancuran 7 during 2019-2023
(source: https://dimassatria.banyumaskab.go.id/sektoral/tabellist/bms/2/53/pariwisata)

No	Tahun	Jumlah Wisatawan
1	2019	17.522
2	2020	1.910
3	2021	2.857
4	2022	7.123
5	2023	4.635

There has been an increase in visits to Pancuran 7 up to 249.3%. This means that various video and photo promotion efforts on social media have been proven to increase the chances of tourist visits.

RESEARCH METHODS

The design method in this research is to use a descriptive qualitative method. Qualitative method is related to the values of quality and the meaning behind the facts that can only be expressed and explained through language, or words (Imam, 2016). Qualitative research is a type of research whose findings are not obtained through quantification procedures, statistical calculations, or other ways that use numbers. The qualitative method has three stages, namely observation, interviews and documentation. In qualitative research does not use the term population, but the population is renamed as "*Social Situation*", qualitative research also does not determine the minimum number of subjects or informants to be studied (Sarmanu, 2017).

The sampling technique in this study was purposive proportional sampling. Purposive sampling is a sampling technique with certain considerations (Setyosari, 2016). This sampling technique is a sample selection technique based on the characteristics possessed by the selected subject and these characteristics are considered to be the most knowledgeable about the problem to be studied by the researcher in accordance with the objectives of the research being conducted. The data

analysis used in this research is to use descriptive qualitative analysis. Data analysis has four stages that must be carried out in order, namely as follows:

1) Data collection is a process for collecting data from the research location by conducting observations, interviews, and documentation. Observation observed tourism activities in Wana Wisata Baturraden. Interviews were conducted by the author to obtain in-depth information about Pancuran 7 Baturraden from respondents of Public Relations and Marketing staff of PT Palawi Risorsis Baturraden. Documentation to record the latest video footage in Pancuran 7.

2) Data reduction is a process of selecting, focusing on simplifying what emerges from field notes through interviews and other documentation and is related to this research, this is a form of analysis that sharpens, classifies, directs, discards unnecessary to get conclusions from the data.

3) Presentation of data is as a set of arranged information that gives the possibility of drawing conclusions and taking action. Presentation of data can take the form of interview quotes, tables, and pictures.

4) Conclusion is the result of the entire interview, observation and documentation in accordance with the data in the focus of the research that the researcher took, then a clear conclusion is drawn regarding the problems or phenomena related to Pancuran 7.

The process of making this promotional video, the researcher uses a flow chart that serves to facilitate the steps in making promotional videos from various valid data that has been collected as a reference to the overall design concept. The design flow chart in making promotional videos is as follows:
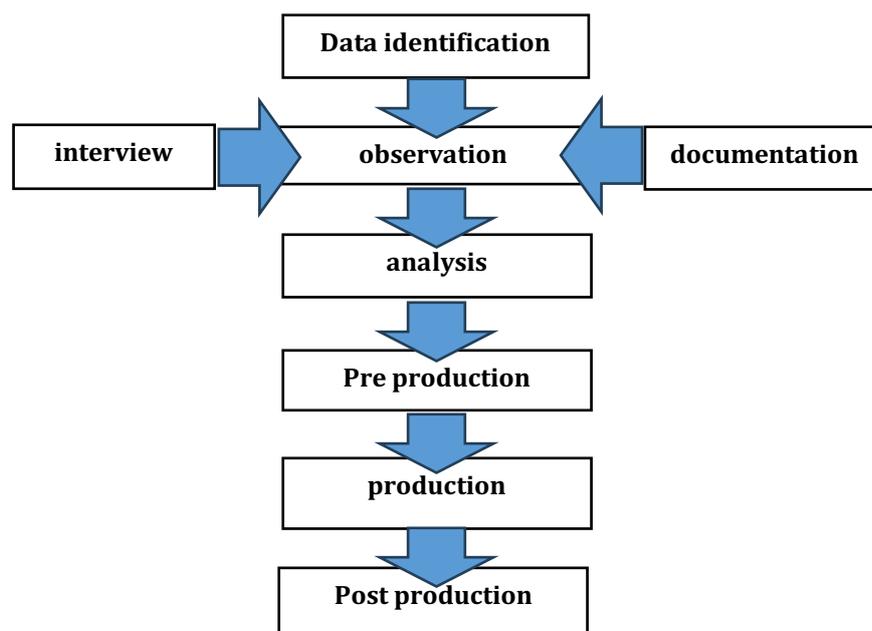

Figure 2. Flow chart of promotional videos production

RESULTS AND DISCUSSION

The situation surrounding Pancuran 7 can be characterized as excellent; the mountainous terrain is well-preserved, and the locals are welcoming to visitors. These factors facilitate the various stages of the process, including data identification, pre-production, production, and post-production. Every step has a purpose in assembling the others to create video compositions. Pre-production phases comprise budgeting, location surveying, equipment, story idea, title, and theme.

The purpose of this film is to promote Pancuran 7 to tourists by showcasing a product or service at a popular tourist destination. This video made by the author has a duration of 1 minute 25 seconds, which is still below the terms of the TikTok application with a maximum video upload limit of 3 minutes. The purpose of this promotional video is to visually represent Pancuran 7's splendor. To that end, images of the cascade from above and below are used to tell the story. Choosing the title is crucial. The promotional video's keyword is found in the title. For the purpose of simplicity, the title of this promotional video is "Pancuran 7," with the number 7 being read as "pitu." The reason for the moniker Pancuran 7 is that, in addition to being widely available online, Pancuran Pitu is the name of the film, which is intended for both domestic and international travelers. The Baturraden Pine forest serves as the setting for the writing scene in the title. The location of Pancuran 7 is shown in the next scene using a Google Map. After that, it moves on to the scene of the springs where steam and sulfurous water shoot out of the camera while panning methods are used.

The title Pancuran 7 is chosen because the target of this video is not only for domestic tourists but also for foreign tourists, besides that the title Pancuran Pitu has been found quite a lot on the internet. The title writing scene uses the background of the Baturraden Pine forest. The scene continues with the location of Pancuran 7 using a map from Google Map. Then it continues to the scene of the springs that flows sulfur water along with the steam that flies with camera movements using *panning* techniques. Do not forget to show the amenity facilities in the Pancuran 7 along with tourist activities at the location. The last scene shows Selirang cliff with *tilting* technique and closed with a logo. Not so many transition effects are used for visual comfort for audiences of all ages. Writer also includes photos of the nearby tourist attractions and the amenities available in the Pancuran 7. The final scene features a swaying Selirang cliff and is closed with a logo. For the sake of audience comfort across all age groups, not many transition effects are used.

Equipment utilized to create the promotional movies for Pancuran 7 includes a tripod, gimbal, Redmi Note 8 smartphone, CapCut editing software, and Vietnamese voiceovers. The apparatus is designed to facilitate shooting from a variety of angles. Creating a list of necessities prior to beginning the process of creating a Pancuran 7 promotional video is accomplished through budgeting. Budgeting makes it possible to know exactly how much money will be spent overall, which will make it easier to create Pancuran 7 promotional videos.

A location survey is conducted prior to filming. The purpose of the location survey is to learn about the surrounding area. The location assessment revealed that Pancuran 7 has a generally clean environment and a pleasant population; however, the ground is rather slippery, especially during the wet season, so exercise caution when doing a walking tour to ensure your safety.

Shooting is a stage of production. Pancuran 7 was the site of multiple shooting sessions between April 12, 2021, and July 4, 2021. Until May 2024, this video has 908 people posted about this place, with 13 loves click, twice forwarded:

Figure 2. Information Board of Pancuran 7

It takes roughly 45 minutes to go from Purwokerto City to Pancuran 7. Since the shot took place between April and July, it was done during sunny days. The ISO range that can be used for this type of photography is ISO 100–200. The goal of the ISO 200 limit is to minimize noise in the video while maintaining crisp, high-quality visuals.

Figure 3 Shooting stage video of Pancuran 7

After the shooting stage is complete, several video files are collected in the order of days and dates. Data transfer is done to move data from a smartphone to a laptop, making it easier to sort the raw video files that will enter the editing stage. The post-production stage includes editing. The editing process is divided into two parts, namely compositing and cutting. Editing on this video uses CapCut software. The process of compositing and cutting the video is done in raw form without being given effects. Compositing is used to organize and select the sequence of raw videos that will enter the editing process. The sequence of promotional videos was determined in order based on suggestions from PT Palawi Risorsis staff. Cutting in the editing process is cutting the duration of a long video into a short one.

Cutting is a must to determine the timing of video scenes, cut unused video scenes and place used video scenes. Transition effects are added as needed to make it better. Transition is the effect between the two videos to change the appearance from the first video to the next video. The transitions used in this video are zoom-k and fade-out. Color grading functions more than the image coloring process. Color grading is adjusted to the flow, theme, story content, and other things that can affect the

atmosphere in the video or film. The video created has the theme of promoting the natural beauty of Pancuran 7, meaning that the type of color grading used in this video must have a *natural* theme.

The sound in this video consists of two sounds, namely back sound music and voice over. Back sound music is the background sound that accompanies the beginning of the video until the end of the video. The translation process used the communicative translation method for the purpose of making the script of the Pancuran 7 Baturraden promotional video from Indonesian into Mandarin. The communicative method creates the exact meaning of the sentence, so that the linguistic aspects are acceptable and the content can be understood by tourists/readers (Hijriyah, 2012). After completing the script, the author used the translated script to be used as subtitles and voice over in the promotional video. The author uses subtitle and voice over techniques to make it easier for tourists to understand the tourist attraction. Here are some examples of text snippets from the video content:

Table 3. Example Sentence 1

SL	Pancuran 7 Baturraden is one of the natural attractions located in Wana Wisata Baturraden, its location is easily accessible and quite close to Purwokerto City.
SL Communicative	Pancuran 7 Baturraden hot spring is one of the natural attractions in Wana Wisata Baturraden, strategically located, close to the city of Purwokerto.
TL	*Pancuran 7* 温泉 *Baturraden* 是 *Wana Wisata Baturraden* 的自然景点之一，地理位置方便，靠近 *Purwokerto* 市。
Phonetic transcription	*Pancuran 7 wēnquán Baturraden shì Wana Wisata Baturraden de zìrán jǐngdiǎn zhī yī, dìlǐ wèizhì fāngbiàn, kàojìn Purwokerto shì.*

In example sentence 1, the writer looks for word equivalents in the sentence, then the writer uses the communicative method to translate the sentence. In the sentence (SL: Source Language), the writer adds the word "hot spring" to make it clear that Pancuran 7 is a hot spring. And then in the sentence (SL Communicative) changes the word "object" to "place", deletes the word "located", changes the sentence "easily accessible location" to "strategically located" and "close enough" to "close" to make it easier to translate and in accordance with the Target Language (TL) so that the sentence "Pancuran 7 Baturraden is one of the natural attractions located in Wana Wisata Baturraden, its location is easily accessible and quite close to Purwokerto City." becomes "Pancuran 7 Baturraden is one of the natural tourist attractions in Wana Wisata Baturraden, its location is easily accessible and quite close to Purwokerto City. " becomes "Pancuran 7 Baturraden hot spring is one of the natural tourist attractions in Wana Wisata Baturraden, located close to the city of Purwokerto.". The translation of the sentence becomes "Pancuran 7 温泉 Baturraden 是 Wana Wisata Baturraden 的 自然景点之一，地理 位置方便，靠近 Purwokerto 市。" (Pancuran 7 wēnquán Baturraden shì Wana Wisata Baturraden de zìrán jǐngdiǎn zhī yī, dìlǐ wèizhì fāngbiàn, kàojìn Purwokerto shì.).

Table 4. Example Sentence 2

SL	As the name implies, Pancuran 7 is a geothermal water source whose water comes directly from the foot of Mount Slamet in the form of seven springs.

SL Communicative	As the name suggests, Pancuran 7 is a hot spring, whose water comes directly from the foot of Mount Slamet in the form of seven springs.
TL	顾名思义，Pancuran 7是一个温泉，其水直接来自Slamet山脚下，形式为七个淋浴。
Pphonetic transcription	Gùmíngsīyì, Pancuran 7 shì yīgè wēnquán, qí shuǐ zhíjiē láizì Slamet shān jiǎoxià, xíngshì wèi qī gè línyù.

In example sentence 2, the writer searched for the equivalent word in the sentence, found that there was nothing to change, so the sentence was directly translated into "顾名思义，Pancuran 7 是一个温泉，其水直接来自斯拉梅特山脚特山脚，下式为七个淋浴。" (Gù míng sī yì, Pancuran 7 shì yīgè wēnquán, qí shuǐ zhíjiē láizì sī lā méi tè shān jiǎoxià, xíngshì wèi qī gè línyù). Thus, the sentence can be translated easily without changing the essence of the sentence.

Table 5. Example Sentence 3

SL	This water also contains sulfur which is said to be good for the skin, so many people wash their feet, hands, and face. or you can also take a bath at the place provided.
SL Communicative	This water also contains sulphur which is said to be good for the skin, so many people wash their feet, wash their hands, and wash their faces. or you can also take a bath at the place provided.
TL	这种水还含有硫磺，据说对皮肤有益，所以很多人洗脚、洗手和洗脸。 或者也可以在提供的地方洗澡。
Phonetic transcription	Zhè zhǒng shuǐ hái hányǒu liúhuáng, jùshuō duì pífū yǒuyì, suǒyǐ hěnduō rén xǐ jiǎo, xǐshǒu hé xǐliǎn. Huòzhě yě kěyǐ zài tígōng dì dìfāng xǐzǎo.

In example sentence 3, the writer looks for word equivalents in the sentence, then the writer uses the communicative method to translate the sentence. In the sentence, the writer changes the word "supposedly" to "he said", adds the word "washing" in front of the word's "hand" and "face" to "washing hands and washing face", the writer also deletes the word "has". The sentence was then translated as "这种水还含有硫磺，据说对皮肤有益，所以很多人洗脚、洗手和洗脸。 或者也可以在提供的地方洗澡。" (Zhè zhǒng shuǐ hái hányǒu liúhuáng, jùshuō duì pífū yǒuyì, suǒyǐ hěnduō rén xǐ jiǎo, xǐshǒu hé xǐliǎn. Huòzhě yě kěyǐ zài tígōng dì dìfāng xǐzǎo).

The Chinese voice over came next, following the completion of the subtitle text translation. The Indonesian text in this film is typeset using Arial fonts, while the Chinese text uses white-colored Simsun typefaces. In order to create the final video, rendering is utilized to process all of the scenes and effects that have been merged in video editing data. These three advertising videos use the H 2.64 rendering standard, which has a full HD resolution of 1980 x 1080. Mp4 is the rendering format that is produced.The Chinese-language Pancuran 7 Baturraden promotional video was finished and sent to PT Palawi Risorsis's public relations and marketing team. In order to reach local tourists, the video was also posted to the TikTok account @zjk.jiji with the link vt.tiktok.com/ZSFS3LAwb/ in order to attract Chinese visitors and viewers.

Figure 4. Screenshot Pancuran 7 Video on Tiktok

Figure 5. Screenshot Pancuran 7 Video on Tiktok

Figure 6. Screenshot Pancuran 7 Video on Tiktok

The researchers also made use of certain TikTok features, like using hashtags, adhering to holiday trends by utilizing the platform's national holidays, posting concise descriptions, and regularly interacting with other accounts, to further promote Pancuran 7 videos and grow the number of followers for TikTok accounts. Hashtags are indicators that make it simple to identify a certain language, such as when looking for names, events, even items, or when using a tag (#) (Nufus & Handayani, 2022) . Using hashtags is a component of a marketing strategy on TikTok. Because TikTok video material is classified by hashtag popularity and the hashtag itself, including hashtags in headlines might assist consumers who are also potential travelers in identifying products, services, and brands.

The significance part of hashtags is in including the hashtag material, noting that each time a video is uploaded to one of the culinary enterprise accounts, a hashtag is also included (Dewa & Safitri, 2021). The hashtags #fyp, #tiktokfoodie, #noodle, #foryourpage, and so forth are the most often utilized bars. Videos from the Javafoodie culinary business account can be uploaded with the hashtags #fyp or #foryourpage, and they will appear on the token account's main page rather than the feed of the JavaFoodie account's followers.

The information presented in the video is perceived and conveyed effectively, if there are any viewers at all. The #tiktokfoodie, however To make it simpler for followers or viewers to locate the upload video supplied by Javafoodie according to the category they are looking for, #noodle, #steak, or any other fence mark that contains the name of the food is used. Customers and potential tourists can find the products or tourist attractions they're looking for by using the hashtag that has been provided or used. Therefore, utilize a more particular hashtag and make the video that the researcher generated stand out on the owner's TikTok account in order for it to appear on other users' homepages.

The hashtag facilitates the uploading of video content that will show up on the homepages of TikTok users, who are anticipated to be interested in Pancuran 7 and make a visit. The researchers' hashtag #抖音#抖音男神 (dǒu yīn#dǒu yīn nán shén), #douyinchinatiktok #chinesetiktok #douyintiktok, increased the likelihood that potential native Chinese tourists would see the Pancuran 7 video. Associated with the notion that video footage can facilitate comprehension of the material produced. The process of creating a description can involve using the hashtag-covered video's caption or it can happen outside of the video. Nonetheless, neither the video's caption nor its description of the material are frequently utilized by academics; while they are occasionally employed, they are rarely comprehensive. Excessively thorough video descriptions will irritate viewers and cause disruptions due to excessive content in the caption or video itself (Nufus & Handayani, 2022). The benefits of this promotional video are anticipated to have a positive effect on tourist destinations. Among other things, there will be a significant improvement in the tourism sector, with the number of visitors to the destination rising along with its popularity and public awareness.

CONCLUSION

Many managers of tourism establishments have returned to the streets in the wake of the epidemic to solicit visitors to return by promoting on various social media platforms. The principal aim of the advertising video Pancuran 7 is to reacquaint Wisnus and Wisman with natural tourism attractions, particularly Chinese visitors who are still mostly unaware of the waterfalls. This one-minute, twenty-five-second film's idea is to advertise by showcasing Pancuran 7's natural beauty, amenities, and available tour activities. Qualitative analysis is the analysis technique used to create promotional videos.

The interviews, observations, and documentation part of the initial video process is completed. Once comprehensive information has been obtained, proceed with the pre-production, production, and post-production stages. Pre-production include finance, location surveying, equipment, titles, and themes. Shooting is the stage of production. The entire Mandarin-language text with voiceover is edited and delivered at the Easter Production portion of the procedure.

Pancuran 7 promotional video results in mp4 format with 1280 x 720 resolution. The issues identified by the field researchers were followed by recommendations for

additional study on how to harness the newest smartphone technologies to produce low-budget but even more inventive promotional videos.

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