
SOCIUS:

Jurnal Pendidikan dan Pembelajaran Ilmu Pengetahuan Sosial

Volume 13, No 1, April 2024, pp. 32-49

P-ISSN: 2089-9661 | E-ISSN: 2089-967X

DOI: [10.20527/js.v1i1.19127](https://doi.org/10.20527/js.v1i1.19127)

Open Access: <https://ppjp.ulm.ac.id/journal/index.php/JS/index>



THE ROLE OF THE EDITOR IN MAKING PROMOTIONAL VIDEOS FOR MERAPI TURGO TOURISM

Muhammad Fikri Ramadhana¹, Sheila Lestari Giza Pudrianisa 2

^{1, 2}Amikom University Yogyakarta, Indonesia

ARTICLE INFO

Article history:

Received 10 February 2024

Accepted 18 April 2024

Available online 20 April 2024

Keywords:

Editor; Turgo Tourism Village; Tourism Promotion

ABSTRACT

Tourist villages are a forum for village communities to develop tourism products because they have various potentials in terms of nature, food and culture as the identity of tourist attractions. One of them is the Merapi Turgo Tourism Village which is located on the slopes of Mount Merapi, Padukuhan Turgo, Purwobinangun Village, Pakem District, Sleman Regency, Yogyakarta. The village has various tourism potentials. However, the lack of good management and promotion has made the village little known. The problems faced make it difficult for the village to develop, especially in getting investors. So from the results of observations, researchers discovered the fact that one way to overcome this is through making promotional videos, because online media currently dominates various forms of effective marketing. In making promotional videos, an important role is needed from a team of experts in their fields, both in the pre-production, production and post-production processes. One of the crucial roles is the Editor because in making a film or video, the cameraman's shooting process is still not structured so the role of the editor in post-production is very necessary to package tourism promotional videos more attractively. Editors at Turgo Tourism Village in making Tourism Promotion Videos use editing techniques such as cutting, light leak zoom in and zoom out transitions, fading, appropriate motion graphics, adjusted color grading so that the video results are better. interestingly, the author uses Adobe Premiere Pro software because this software has many features that help the author in the video editing process.

¹ Corresponding author.

E-mail addresses: mfikriramadhan@gmail.com

PRELIMINARY

Yogyakarta is an area that has a variety of unique things that can become a tourist destination. Not only is it famous as a student city, Yogya as a Special Region is also famous for its culinary, cultural and natural tourist attractions. This city, whose government is in the form of a Sultanate, has many factors that are able to attract tourists, both domestic and foreign. The diversity factor starts from cultural attractions that are thick with customs and customs, typical food offerings native to the local community, souvenirs that can be used as souvenir symbols, as well as various natural beauties that tourists can enjoy. These factors then become characteristics and give a unique identity to Yogyakarta tourism(Haryanto, 2013).

Based on a survey conducted by the Yogyakarta Tourism Office in 2022, it is clear that the number of tourist visits reached 5.1 million people. This number exceeds the target of tourist visits set by the Yogyakarta City Government, namely around 2 million people(Adminwarta, 2022). It is not surprising that Yogyakarta was appointed as the second largest tourist destination (DTW) after Bali(BPS, 2020). Based on data taken from BPS Yogyakarta in 2018, the area with the most tourism potential is Sleman Regency with a total of 73 tourist attractions and is in first place compared to other districts(BPS, 2020).

One of the destinations that has a variety of potential in Sleman Regency is the Merapi Turgo Tourism Village. The village is located on the slopes of Merapi, Purwobinangun Village, Pakem District, Sleman Regency, making Turgo the highest village area, because the distance between Turgo and Merapi is only 7 km. The village, which is geographically located 900 above sea level, has cool air and tourism potential including pine forests, bamboo gardens, orchid gardens, houses from the hot cloud disaster, former residential forests, with the main treat being the view of Mount Merapi. The attraction of Turgo Tourism Village is located at the top of Turgo Hill because it is the optimal point to see the peak of Mount Merapi up close so that tourists can enjoy the sunrise in the morning. According to the Chair of the AJWLM West Region, the natural beauty of Turgo Hill is no less than other places in Sleman. Tourists can learn about endemic plants of Mount Merapi such as the Vanda Tri Color Orchid plant. Apart from that, there are 27 types of bamboo plants, pondoh salak gardens, coffee, and goat milk pressing. Turgo Hill also has a Merapi bunker(Cahyono, 2019). Another destination that is no less offered by Turgo is the tomb of Sheikh Jumadil Kubro. This makes Turgo an alternative religious tourism for pilgrims. It is not surprising that Turgo Tourism Village is the right location to visit when traveling to Sleman(Kurniawan B., 2021). Even though it has various potentials as a tourist attraction, Turgo's management is still minimal and not optimal. So this tourist village is less well known to the public compared to other tourist villages in

Sleman. This is due to the lack of use of promotional media to disseminate information related to branding of tourist villages. Based on observations made by researchers, this tourist village's promotion only relies on conveying information by word of mouth, there is no exposure and dissemination of information related to the tourist village, both facilities and destinations offered through social media, so this tourist village is only known among the local community. . So, from the results of observations made by researchers, a promotional video was made containing various information related to the tourism potential of the Merapi Turgo Tourism Village. Tourism promotional videos have the advantage of being able to provide images and information to prospective tourists so that what is conveyed and shown can be more easily accepted and remembered because it is made with attractive cinematography, appropriate background sound and a narrative that can be heard clearly.(Ismiyanti, 2017). The promotional video that was made was distributed via social media, both Instagram and YouTube, which have a wider audience reach, so that information related to the tourist village can be known by the wider community.

To produce a good promotional video, the important role of an editor is needed. In making promotional videos to help with the problems faced by managers, the author acts as an editor in the production of the Merapi Turgo Tourism Village Tourism Promotion Video because he has expertise and experience in video editing as well as a deep understanding of what he wants to convey through the video.

One example that illustrates the success of tourism promotion through video is "Promotional Video for Jegeg Bagus Badung Tourism Destination in 2018." The video with this name has succeeded in attracting the attention of 59,964 thousand viewers on the YouTube platform. In this video, Badung Regency is presented really nicely, showing the wealth of tourism it has. From a visual point of view, "Jegeg Bagus Badung Tourism Destination Promotional Video 2018" takes the audience on a stunning visual journey. The beauty of Badung Regency with all its natural and cultural riches is displayed carefully. Starting from stunning natural views, tempting white sandy beaches, to stunning cultural heritage, this video succeeds in highlighting various aspects of Badung's tourist attractions.

Nils Pagh Andersen is also an example of a successful editor whose work bears the name "The Act of Killing (Butcher)", he was born on October 11, 1958 in Gladsaxe, Denmark. He started his career as an assistant in a fiction film production when he was 16 years old. Since 1979, he has worked as a film editor and has edited more than 250 films. Some of them are the fiction film *The Pathfinder* which received an Academy Award nomination, *Everlasting*

Moments which received a Golden Globe nomination, as well as the documentaries *The Act of Killing* (Butcher) and *The Look of Silence* (Senyap), both of which received Academy Award nominations. He was an editor in the film "*The Act of Killing*", a film released in 2012 and directed by Joshua Oppenheimer. This film received a nomination for the best documentary film category at the 2014 Academy Awards. This film with an IMDb rating of 8.2 tells the story of the mass murder that occurred in Indonesia of people accused of being involved in the Indonesian Communist Party (PKI). (IMDb, 2012).

As an editor, the writer is responsible for selecting the right footage, arranging interesting sequences, seamlessly cutting and merging scenes, and adding other elements such as music, sound effects, and relevant text. The author also has a good understanding of the uniqueness and attractiveness of the Merapi Turgo Tourism Village, so he can choose the most interesting and effective Cut material to create the desired impression. With expertise in video editing, the writer plays an important role in ensuring that the Tourism Promotion Video can be conveyed clearly, attract potential audiences, and increase the image and interest in the tourist village. So from the existing background, this research focuses on the Role of the Editor in Making Merapi Turgo Tourism Promotion Videos.

RESEARCH METHODS

This research uses a qualitative approach with data collection through observation, interviews and documentation. Qualitative research methods are research methods that emphasize analysis or description. In the qualitative research process, the theoretical basis is used as a guide by the researcher, so that the research process is in accordance with the realities encountered in the field (Syafii, 2022). In this research, a qualitative approach was used to provide an analysis or description regarding the role and responsibilities of an editor in making promotional videos for a tourist village. The detailed presentation of the editor's role description uses observation, interview and documentation techniques. In this case, the author uses theory and editing techniques in the research process to produce a promotional video show.

Observation is a data collection technique carried out by direct observation of research objects and subjects (Rahardjo, 2011). This observation was carried out by direct inspection of the Merapi Turgo Tourism Village from 17 December 2022 to 21 December 2022, which did not forget to be accompanied by research through literature with various theories that could support the research. Next, to validate the problems obtained by the author from the results of observations, interviews were conducted. Interviews are a communication process for collecting

information and data by means of questions and answers between researchers and informants(Rahardjo, 2011). The interview was conducted with Mr. Wasi as the manager of the Merapi Turgo Tourism Village. The resource person was chosen because he is the main holder or main manager who knows everything about the Merapi Turgo Tourism Village. Don't forget to take pictures as part of the process of making a promotional video for the Merapi Turgo Tourism Village. Apart from observations and interviews, data collection was also carried out through documentation. According to Gottschalk (in Nilamsari, 2014) documentation in broader research is any process of evidence based on any type of source, whether written, oral, pictorial or archaeological. In this research, documentation techniques were used based on website documents, books and journals to deepen the research.

LITERATURE REVIEW

Tourism Promotion Video

Tourism promotional videos are a form of visual communication used to introduce, promote and popularize certain tourist destinations to potential tourists through audio-visual media. Private actors are very influential in taking over in terms of tourism development and promotion, one of which is the media, the media will be a big influence in the world of tourism promotion. Media will become the main sector for prospective tourists to obtain information and take steps to determine tourist destination decisions(Suwarso, 2021). Therefore, researchers made a promotional video for the Merapi Turgo Tourism Village with the aim of introducing the diversity of tourism ranging from natural tourism, religious tourism, to educational tourism in the Merapi Turgo Tourism Village. The promotional video that is made will contain various tourist attractions in the Merapi Turgo Tourism Village which will later be disseminated widely via social media to make it better known to the wider community, so that the video is made as attractive as possible to attract tourists to visit.

Tourism Village

Definition of a tourist village according to Ika Putra(Sari, 2010)namely, a form of residential environment with facilities that are in accordance with the demands of tourists in enjoying or getting to know and experiencing or studying the characteristics of the village with all its attractions and with the demands of community activities (residential activities, social interactions, local customary activities and so on). So, it is hoped that a harmonious environment will be created that is recreational and integrated with the environment. Based on the explanation above, it can be concluded that a tourist village is a rural area that presents the

entire atmosphere and offers the authenticity and uniqueness of the village in accordance with the activities of its people and can be developed into a tourism potential, which the Merapi Turgo Tourism Village with all its attractions can providing treats and descriptions of the natural riches, culture, traditions and hospitality available through various tourist destinations.

Editor

The definition of editing is editing, cutting, splicing, assembling image cuts in a coherent and complete manner from parts of recorded images and sound.(Latief & Utud, 2017). Meanwhile, the Editor is a person who responsible for collecting, selecting, managing and editing a number of existing videos into one complete story. The duties of a video editor include processing images and sound into a complete video that suits your wishes. Video editors are also responsible for ensuring video content is clear, creating smooth transitions between clips, and ensuring the final product meets all requirements for distribution(Alula, 2023). In this case, the researcher acts as an editor to produce a promotional video that is in accordance with the concept and what is expected. The following is the role of an editor in several stages of making a promotional video:

Pre Production

In the pre-production process, the editor has a very important role in ensuring that production runs smoothly and according to plan. Editors must also ensure that all necessary materials and equipment are properly prepared before production begins. Editors in the pre-production stage play a role in preparing editing software, contributing ideas and suggestions, participating in creating storyboards, and taking part in determining the production schedule.(Setiawan & Dany, 2018). At the Pre-Production stage, the writer who also acts as an editor is involved in group discussions to collect ideas, ideas, input and suggestions. Apart from that, the writer also functions as a translator in meetings with talent, because some of them have limitations in understanding Indonesian.

Production

In this stage the editor can contribute to the production process by providing creative and technical input to the director and producer and can also help with choosing locations, lighting, choosing the right camera, and arranging the talent in accordance with the expected shooting.(Prasetyo, 2022). During the Production stage, the writer assists the director in communicating with the talent, provides instructions on what the talent should do in certain scenes, and assists in preparing the DOP (Director of Photography) equipment.

Post Production

In the post-production stage, the editor takes over control and collaborates with the director to edit images including assembling or arranging, arranging, cutting to produce a broadcast.(DeGuzman, 2022). In the Post-Production stage, the author begins the editing process. This includes collecting data files from the cameraman, composing the video, cutting footage (cut to cut), adding transitions, creating motion graphics, adding background music, and editing voice actors. The writer is responsible for assembling all these elements to produce a video that meets the vision and goals of the project.

Editing Techniques

Cutting

Cut to Cut itself is a simple cutting technique and is most widely used by most editors. By using the Cut to Cut technique, the mood development in the film becomes more interesting and provides a meaningful nuance to the story(Deva, Darmawan, & Payuyasa, 2023).

Trimming This is done to select material to comply with standards. This is inseparable from the challenges of editors related to the need for carefulness and the creative process of editors in ensuring that material that needs to be removed does not reduce the value and aesthetics of a program's packaging.(Lesmono & Agustina, 2023).

The L-Cut and J-Cut techniques at the editing stage are techniques where the sound in the video appears first. This is intended to obtain information or provide messages to the audience about the scene or scenes that will appear. L-Cut and J-Cut not only cut shots, but also cut the sound in one of the scenes. An example of a J-Cut is that the sound in the incoming shot appears before the visual or shot that is cut(Panjaitan & Hasanah, 2022).

In theory, the jump cut technique is a form of discontinuous connection in editing because jump cut removes events or actions in one continuous shot. This creates a leaping effect where in reality this incident does not occur in everyday life, but this technique is able to represent feelings of anxiety and panic. Apart from that, the jump cut technique can also speed up the events that are taking place by not showing some of the actions that are taking place(Petrie & Boggs, 2011)

Transition

The Dip to Black effect is a Cut effect that is used to gradually fade a video to black. In Premiere Pro, effects are applied to video footage or images and can be adjusted in terms of duration, speed, and style to create a variety of different effects.

Cross Dissolve is a gradual editing transition that takes us from one image to the next. In fact, dissolves are a very common editing transition. It might be useful to think of it like this: there are two options for transitions between footage: the first is cut, the second is Dissolve (Heckmann, 2022).

Wipe is a shot transition where the frame of a shot shifts to the left, right, up, down or other until it changes to a new shot. The wipe technique is usually used to transfer shots that are not far apart (a few minutes apart). (Sarwanto, 2018).

Coloring

Color Correction or color correction is a technical process that refers to adjusting the overall color tone of an image or video. To adjust existing colors, a video editing application with complete functions will be used (Yunianto, 2022).

Color Grading is a multi-process created with the aim of changing the overall Cut tone of a video. And this is the final process of color adjustment after color correction is carried out (Yunianto, 2022).

Animation

Motion graphics are time-based Cut media pieces that combine film and graphic design. This can be achieved by combining various elements such as 2D and 3D animation, video, film, typography, illustration, photography and music. Common uses of motion graphics are as title sequences (opening scenes) of films or TV series, moving logos at the end of advertisements, elements such as 3D logos that rotate in a broadcast, and with the internet, web-based animation, etc. -other (Sukarno & Setiawan, 2014).

Typography is a science of selecting and arranging letters with knowledge of how they are distributed in existing spaces, to create a certain impression as much as possible. With the aim of providing comfort to the reader so that the meaning to be conveyed can be accepted by the reader (Purba, 2016).

RESEARCH RESULTS AND DISCUSSION

The promotional video work for the Merapi Turgo Tourism Village displays an overview of the potential and tourist destinations of this tourist village. The storyline starts with the arrival of foreign tourists who are greeted warmly by local residents and homestay managers, followed by exploring various fun activities such as grafting orchids, picking tea leaves, making ecoprint batik, and even religious tourism to the grave of Sheikh Jumadil Kubro. Making the Merapi Turgo Tourism Village Tourism Promotion Video aims to be a promotional tool for Turgo Village. The short duration of the video will make it easier for the audience to capture what is happening in the video. Apart from that, this Tourism Promotion Video also displays a POV (Point of View) which shows visitors' experiences of activities in Turgo village.

This video, which is 2 minutes 59 seconds long, is given the title of the content used is "Profile of the Merapi Turgo Tourism Village". The author chose the Audio Visual Content production category after conducting research and discussing with Turgo Village residents. The content format used is a promotional video, which is a promotional videocreative and innovative solutions, but also a very effective tool in meeting various needs, especially in terms of promotion. The promotional video that was made was distributed widely via social media, namely YouTube and Instagram. The author chose the Instagram platform as an informative promotional media, because the author wants the Tourism Promotion Video to be known by the wider community, especially tourists who want to visit Yogyakarta. Meanwhile, the YouTube platform was chosen as a more in-depth and comprehensive promotional media, because of its capacity to display Tourism Promotion Videos for Turgo Tourism Village with a longer duration, providing the opportunity for more in-depth exploration of the beauty and tourism potential of Turgo Village.

The content format that will be created is a promotional video. This is because promotional videos are a form of displaying audio-visual information and are the key to identifying a brand in sharing information with customers or consumers (Ardianto & Setyawan, 2016). The duration of the video created is 2 minutes 59 seconds, which has been adjusted to the ideal duration of a promotional video broadcast, namely 2 to 5 minutes, while for dissemination the social media Instagram and YouTube will be used which have a wider audience reach, namely media accounts. YouTube and Instagram social media belonging to the Merapi Turgo Tourism Village as well as the Instagram account @Merapi Uncover which has more than 100,000 followers.

In making this promotional video, of course an editor plays an important role. Editors not only play a role in the post-production stage, but also have duties in the pre-production and

production stages. The following is an explanation regarding the role of an editor at each stage of making a promotional video:

Pre Production

In this pre-production stage, the editor plays a role in supporting the development of the promotional video by contributing ideas and ideas related to the concept that will be used. The writer as editor also took part in conducting surveys and was directly involved in negotiating concepts with partners along with the director.

Production

In the production stage, the writer acts as an assistant director whose job is to direct the talent and also as a cameraman whose job is to capture every precious moment and creative process during the production.

Post Production

In the post-production stage, the writer plays an important role as an editor who carries out editing combining various video footage, choosing background music, making color adjustments to the video, and adding transitions so that the video looks as one unit that follows the desired storyline according to the concept. The editor is responsible for building the story thematically and aesthetically from the shots contained in the script and treatment so that it becomes a complete story (Susilawati, 2019).

The following is an explanation of the roles and tasks that editors carry out when making promotional videos:

Offline Editing

Offline editing is a stage for preparing, sorting and processing video assets into videos that are ready to be processed. In this stage there is a Cut to Cut editing technique. Cut to Cut itself is a simple cutting technique and is most widely used by other editors. By using the cut to cut technique, the mood development in the film becomes more interesting and provides a meaningful nuance to the story (Deva, Darmawan, & Payuyasa, 2023).



Figure 1. Cut to Cut Editing

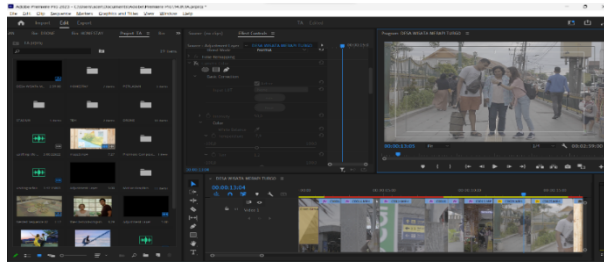


Figure 2. *Editing Cut to Cut*

The Cut to Cut editing technique that the author uses is a technique that produces fast and efficient transitions from one shot to another. In using this technique, without any significant visual transition, the scene or image suddenly changes very quickly. This approach provides a sharp, direct sense of movement, creating a dynamic flow and maintaining momentum in the video.

Online Editing

Online Editing is the editing stage where the editor begins to refine the offline results, improve the quality of the results and add transitions and special effects as needed (Akbar & Pramudita, 2023). At this stage the author adds color, transition effects and animation as follows:

Color Correction



Figure 3. *Editing Color Correction*

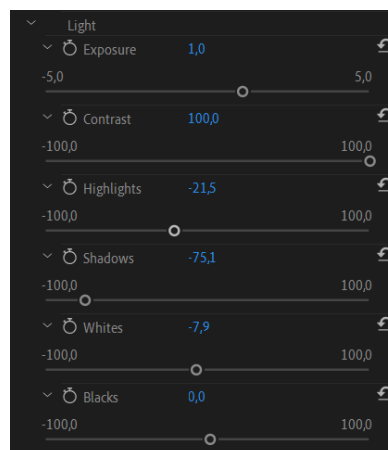


Figure 4. *Color Correction Tools*

The image above is the settings for the Lumetri Color feature for adjusting light on footage. Exposure, Highlights and Whites are settings for the bright parts. Meanwhile, Contrast, Shadow and Black are for setting the dark parts. The author adjusted these settings to carry out color correction. Color correction includes increasing brightness and contrast values, namely improving the exposure of an image and the quality of its sharpness(Kumoro, Hasanah, & Ardhana, 2021).

Color Grading



Figure 5. Color Grading Editing

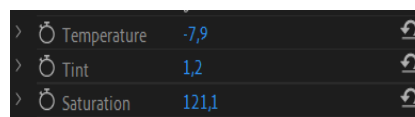


Figure 6. Color Grading Tools

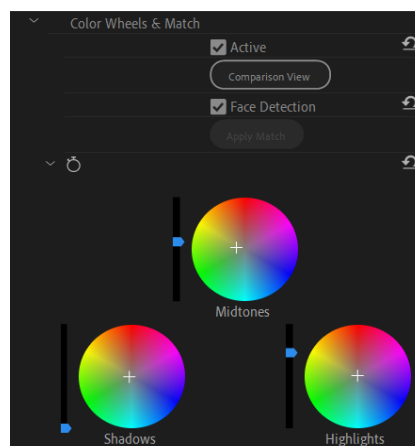


Figure 7. Color Grading Tools

The image above is the settings for the Lumetri Color feature for Color Grading, temperature to add blue or red, tint to add green and magenta, saturation to strengthen the original color in the footage. Meanwhile, the Color Wheels & Match setting is a setting for adding color to the light and dark parts.

Dip to Black Transition



Figure 8. Dip to Black Transition Editing

The author chose to use the Dip to Black transition at the beginning and end of the Turgo Tourism Village Tourism Promotion Video as an effective opening and closing strategy. At the beginning, the Dip to Black transition gives a dramatic impression that attracts the audience's attention before the story begins. This creates interesting and mysterious moments that keep viewers interested in continuing to watch the video. Meanwhile, at the end, the use of the Dip to Black transition creates a strong visual effect to give a memorable final impression for the audience. This transition can be used as a sign that the story has ended, giving the audience an opportunity to reflect and absorb the final message that this Tourism Promotion Video wants to convey.

Light Leak

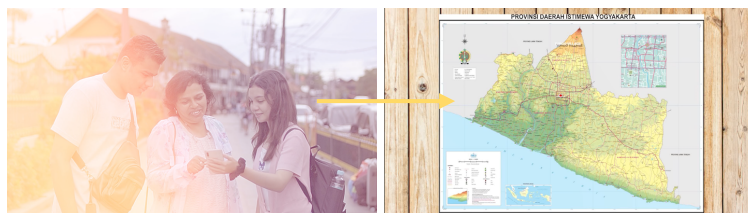


Figure 9. Editing Light Leak

The light leak transition is a Cut effect that is often used in video editing to create a creative and interesting appearance. This effect mimics light leaks that occur when lighting is not perfect inside the camera. Light leak transitions give the impression of light suddenly entering the video frame, creating a sparkling, flashing or changing color effect. The author uses this effect when moving from scene to animation of the Turgo village location.

Zoom In and Out

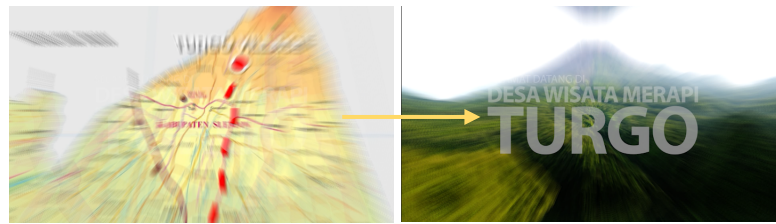


Figure 10. Editing Zoom In



Figure 11. Editing Zoom Out

When using the zoom in effect, the object or video footage will slowly be enlarged so that it appears closer to the viewer. Meanwhile, with the zoom out effect, objects will appear smaller and farther from the viewer's view. The use of these effects gives a dynamic touch to videos, creating changes in appearance that attract attention and provide an interesting visual experience.

Animation Typography



Figure 12. Editing Animation Typography

Typography is used to support the appearance of a message so that it looks attractive, while as a communication function typography is used to convey messages (information) in the form of text clearly and precisely (Krisbiantoro, Handani, & Falah, 2021). Through animated Text Typography, text can move, change size, move, or have other interesting visual effects. This use of animation helps grab the audience's attention, increases engagement, and delivers the message in a more engaging and digestible way. Regarding the font used, Montserrat was chosen to make it easier to read, namely with balanced letter proportions and clean shapes so that it is easy to read in both small and large sizes. Apart from that, this font has a contemporary

and modern style which can give a fresh and clean appearance which is of course in accordance with the concept or placement of this animation with a natural scenery background.(Morcillo, 2022).

Animation Lower Third



Figure 13. Lower Third Animation Editing

Lower thirds is the name displayed during the interview scene and is usually at the bottom (Apriliani, Hasanah, & Anas, 2019). Lower third animation is a type of animated text that is often used in video production, especially in television broadcasts, presentations, or online videos. Lower third animation refers to text that appears at the bottom of the screen in an attractive animation style and displays additional relevant information.

Renderings

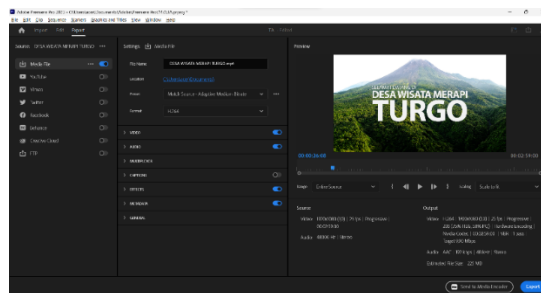


Figure 14. Rendering Tools

Renderings is the process of changing project files into a playable output (video) and combining all the components that make up the video (Sagala, Nugraha, & Siskandar, 2020). The rendering stage is the final stage in the video editing process, where all the footage that has gone through the offline and online editing stages is combined into a final video. The rendering stage in Adobe Premiere Pro, the author sets the title of the video file, the location where the video file is stored and the quality of the video.

CONCLUSION

The conclusion obtained in making tourism promotional videos based on the findings is that the role of the editor is very important starting from the production process. After the production process, the footage files will be transferred to files on the computer where the video files will then be sorted to be inserted into the Adobe Premiere Pro editing application. Then, the editor will arrange the video series according to the storyboard, and add background sound, transitions and color grading. After the process is complete, the video will be rendered to produce a Cut image which consists of a combination of video shots. In the Tourism Promotion Video for the Merapi Turgo tourist village, the author utilizes various editing techniques, such as light leaks transitions which are used to give the impression of light and sparkle effects to add a creative and interesting impression to moving scenes, Dip to Black which is used to clarify several parts in the video and giving a dramatic impression before the start of the story, Zoom In and Zoom Out which are used to give a dynamic touch to the video and provide an interesting visual experience, Color Grading to change colors to match the vision being conveyed and provide the right impression of information, and animation for videos so that more attractive and can display additional relevant information. This gives the video an interesting and dynamic impression. A good and interesting tourism promotion video can attract the attention of the audience, and even give visitors to the Turgo Tourism Village a general idea of what tourism is available in the village. In the future, it is hoped that the research can become an additional reference regarding the video editing process for further research in making promotional videos.

REFERENCES

- Akbar, T., & Pramudita, P. (2023). Pelatihan Video Editing Untuk Guru Dan Peserta Didik Di SMA Negeri 20 Jakarta. *Jurnal Pengabdian Kepada Masyarakat*, 6, 451-460. doi:<http://dx.doi.org/10.30998/jurnalpkm.v6i4.18954>
- Apriliani, Z., Hasanah, U., & Anas, A. S. (2019). Pembuatan Video Profile Dengan Efek Vintage Kampung Wisata Adat Sengkoah Sebagai Media Informasi. *Jurnal Teknologi Informasi dan Multimedia*, 1, 57-65. doi:<https://doi.org/10.35746/jtim.v1i1.15>
- Ardianto, H., & Setyawan, M. (2016). Perancangan Video Promosi "Mengenal Sejarah di atas Rel". *Jurnal Universitas Kristen Satya Wacana*, 2.
- Dancyger, K. (2018). *The Technique of Film and Video Editing*. New York: Routledge.
- Deva, G. C., Darmawan, & Payuyasa. (2023). Penerapan Editing Cut To Cut Dalam Film Perseteruan. *Jurnal Calaccitra*, 3, 78-73. Retrieved from <https://jurnal2.isi-dps.ac.id/index.php/calaccitra/article/view/2256>
- Haryanto, J. T. (2013). Implementasi Nilai-nilai Budaya, Sosial, Dan Lingkungan Pengembangan Desa Wisata Di Provinsi Yogyakarta. *Jurnal Ilmiah Sosial dan Humaniora*, 3, 1-11. doi:<https://doi.org/10.22146/kawistara.3957>
- Ismiyanti. (2017). *Pengantar Pariwisata*. Jakarta: Grasindo.

- Krisbiantoro, D., Handani, S. W., & Falah, I. J. (2021). Video Animasi Motion Graphic Dan Tipografi Kinetik Sebagai Media Sosial Pencegahan Virus Corona. *Jurnal Bahasa Rupa*, 4, 125-133. doi: <https://doi.org/10.31598/bahasarupa.v4i2.659>
- Kumoro, D. T., Hasanah, U., & Ardhana, V. Y. (2021). Pelatihan Desain Grafis Bagi Santri Pondok Pesantren Pabelan. *Jurnal Pengabdian Masyarakat*, 13-16. Retrieved from <https://scholar.archive.org/work/ozox5iumobci7cui47iy3n2dke/access/wayback/https://journal.sekawan-org.id/index.php/bakwan/article/download/147/99>
- Kurniawan, E. P., Karsam, K., & Laksono, Y. T. (2019). Pengambilan Gambar dan Editing dalam Produksi Film Pendek Bergenre Drama Tentang Makna dan Filosofi Aksara Jawa Berjudul "Hana (Ono)". *JUNO: Jurnal Art Nouveau*, 1-5.
- Latief, R., & Utud, Y. (2017). *Siaran Televisi Non Drama: Kreatif, Produktif, Public Relations, dan Iklan*. Jakarta: Kencana.
- Lesmono, B., & Agustina, D. (2023). Peran Penyutitan pada Program Komedi Seperti Kopi (KSK) di Magna Channel. *Jurnal Ilmiah Multimedia dan Komunikasi*, 8, 1-13. doi:<https://doi.org/10.56873/jimk.v8i1.232>
- Murti, D. (2017). Editing Film. In D. Murti, *Editing Film* (pp. 35-38). Jakarta: Pusat Pengembangan Perfilman.
- Panjaitan, Y., & Hasanah, N. (2022). Analisis Teknik Sinematografi Pada Film Parasite. *Journal of Information System and Technology*, 3, 100-126. doi:<http://dx.doi.org/10.37253/joint.v3i1.6556>
- Petrie, D. W., & Boggs, J. M. (2011). *The Art of Watching Films*. New York: McGraw-Hill Education.
- Prasetyo, R. (2022). Peran Editor Dalam Pasca Produksi Program Dokumenter "Side Job And Primer Job". *Jurnal Mercu*.
- Purba, R. (2016). Tipografi Kreasi Motif Gorga Batak. *Jurnal Desain, Multimedia, dan Industri Kreatif*, 1, 190-121. doi: <http://dx.doi.org/10.22303/proporsi.1.2.2016.190-201>
- Sagala, S. H., Nugraha, I., & Siskandar, R. (2020). Pembuatan Motion Graphics SOP Produksi Berita sebagai Media Promosi di PT Bintang Advis Multimedia. *Indonesian Journal of Science*, 1, 152-161. doi:<https://doi.org/10.59897/jsi.v1i3.18>
- Sari, R. T. (2010). *Jalan-jalan Yuk! Jogja&Solo*. Yogyakarta: Atma Media.
- Sarwanto. (2018). Implementasi Elemen Editing Pada Produksi Film Animasi Untuk Mempertahankan Kesenambungan Imajinasi Penonton. *Jurnal Ilmiah Multimedia dan Komunikasi*, 3, 81-96. doi:<https://doi.org/10.56873/jimk.v3i2.236>
- Setiawan, A., & Dany. (2018). Peran Editor Pada Program Berita Arus Lalu Lintas Di Media Streaming NTMC TV. *Jurnal Fikom Universitas Budi Luhur*, 2, 5.
- Sukarno, I. S., & Setiawan, P. (2014). Perancangan Motion Graphic Ilustratif Mengenai Majapahit Untuk Pemuda-Pemudi. *Jurnal Tingkat Sarjana Bidang Senirupa dan Desain*, 1-9. Retrieved from <https://www.neliti.com/publications/180396/perancangan-motion-graphic-ilustratif-mengenai-majapahit-untuk-pemuda-pemudi>
- Susilawati. (2019). Analisis Penerapan Elemen Editing pada Program Teknotani TVRI Yogyakarta. *JURNAL HERITAGE*, 231-245.
- Suwarso, W. A. (2021). Peran Masyarakat dalam Promosi Pariwisata Kota Singkawang. *Jurnal PIKMA*, 81-96. doi:<https://doi.org/10.24076/pikma.v3i2.474>
- Adminwarta. (2022, Oktober 14). *Jumlah Kunjungan Wisatawan Yogya Lampau Target, Capai 5,1 Juta*. Retrieved from [jogjakota.go.id: https://warta.jogjakota.go.id/detail/index/24204](https://warta.jogjakota.go.id/detail/index/24204)
- Alula. (2023, Januari 13). *Video Editor: Tugas dan Tanggung Jawab Serta Jenjang karir*. Retrieved from [arkademi.com: https://arkademi.com/blog/video-editor-adalah/](https://arkademi.com/blog/video-editor-adalah/)

- BPS. (2020, Desember 3). *Kajian Data Pasar Wisatawan Nusantara*. Retrieved from kemenparekraf.go.id: <https://kemenparekraf.go.id/statistik-wisatawan-nusantara/statistik-profil-wisatawan-nusantara-2017>
- Cahyono, S. (2019, Januari 2). *Potensi Wisata Bukit Turgo Akan Dimaksimalkan* . Retrieved from jawapos.com: <https://www.jawapos.com/berita-sekitar-anda/01106863/potensi-wisata-bukit-turgo-akan-dimaksimalkan>
- DeGuzman, K. (2022, September 4). *Apa yang Dilakukan Editor Film — Peran dan Tanggung Jawab*. Retrieved from studiobinder.com: https://www.studiobinder.com.translate.goog/blog/what-does-a-film-editor-do/?_x_tr_sl=en&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=tc
- Heckmann, C. (2022, Juni 12). *What is a Dissolve in Film — Editing Transitions Explained*. Retrieved from studiobinder.com: <https://www.studiobinder.com/blog/what-is-a-dissolve-in-film-definition/>
- Kurniawan, B. (2021, September 18). *Bukit Turgo Lereng Gunung Merapi di Sleman, Wisata Religi Makam Syeh Jumadil Kubra*. Retrieved from PortalJogja.com: <https://portaljogja.pikiran-rakyat.com/khazanah/pr-252621598/bukit-turgo-lereng-gunung-merapi-di-sleman-wisata-religi-makam-syeh-jumadil-kubra?page=2>
- Rahardjo, M. (2011, Juni 10). *Metode Pengumpulan Data Penelitian Kualitatif*. Retrieved from uin-malang.ac.id: <https://uin-malang.ac.id/r/110601/metode-pengumpulan-data-penelitian-kualitatif.html>
- Syafii, M. (2022, Desember 4). *Metode Penelitian Kualitatif Adalah*. Retrieved from umsu.ac.id: <https://umsu.ac.id/metode-penelitian-kualitatif-adalah/>
- Yunianto, I. (2022, Januari 2). *Color Correction VS Color Grading*. Retrieved from stekom.ac.id: <https://desain-grafis-s1.stekom.ac.id/informasi/baca/COLOR-CORRECTION-VS-COLOR-GRADING/de6209f8eb2c6b61c444d2aef80521a9ee8ba708>