ABSTRACT

CREATING A PROMOTIONAL VIDEO OF PANTAI WISATA WANTOPI *OF* BUTON TENGAH *REGENCY OF SOUTHEAST SULAWESI*

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Tourism is an activity in which almost every individual participates in some tourism destinations. Outing to local museums, picnics at the city park, trips home, visiting important religious places, family holidays exploring new interesting places, or even business trips are considered small parts of the tourism spectrum. Tourism is an important economic sector in Indonesia. Millions of original natural beauty, culture, and ancestor heritage in Indonesia are additional values that should be promoted. A rich tourism potential should be able to maximize its tourism potential at its most for the people's welfare. The Buton Tengah *Regency has a lot of tourist destinations including* Wantopi *Beach* (Pantai Wisata Wantopi) *which is located in* Lasori *Bay,* Wantopi *Village,* Mawasangka Timur *District. Although* Wantopi *Beach is located in a bay, unlike the other beaches that face the sea, the sea water is very clear. Therefore, when we look into the water, we can clearly see the beautiful seafloor and coral reef. Creating a promotion video is one of the methods to introduce* Pantai Wisata Wantopi *widely to people. The promotional video is expected to increase people's interest in visiting* Pantai Wisata Wantopi. *The objective of this study is to attract visitors. Lastly, the expected goals in this research include conducting the survey, pre-production, production, post-production, presentation to the Tourism Office and Tourism Manager, content deployment, and measuring its impact.*

Keywords: Tourism, Pantai Wisata Wantopi, *Promotion Strategy*

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