

# Lake Toba Tourism Promotion Through Video Advertising Media

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**Abstract**— Traveling is something important for the community to enjoy leisure time and unwind from their daily routines. One of the tourism potentials in Indonesia is Lake Toba which has a beautiful charm. Lake Toba is the largest tourism lake in Indonesia. Toba Samosir Regency is one of seven districts that surround Lake Toba and located on the outskirts of Lake Toba. In terms of promotion, the potential of Lake Toba, in particular, the Toba Samosir Regency has not been maximally promoted for tourists from outside the island of Sumatera. This caused tourists from outside the island of Sumatera do not know the potential of Lake Toba tourism. People from outside the island of Sumatera also consider heading to Lake Toba tourism far enough to reduce the interest of tourists to visit. The message material that needs to be conveyed in this design is introducing Lake Toba tours in Toba Samosir Regency by visualizing the atmosphere of tourist attractions and culture around Lake Toba. The results of this study expected to be able to influence the public to be interested and visit Lake Toba tourist attractions and enjoy the panoramic beauty and culture that is on Lake Toba. It needs a media that shows a glimpse of the beauty of Lake Toba and can persuade potential tourists to come. The conclusion of this participatory research shows that the comments of prospective tourists on the video in the social media appear to show the enthusiasm in visiting the Lake Toba tourist area.

**Keywords**—Promotions, Videos, Ads, Lake, Toba

## I. INTRODUCTION

Traveling is something important for the community to enjoy leisure time and relieve fatigue from daily routine. Purnama explains [1], "Tourism is a variety of tourism activities and supported by various facilities and services provided by the community, business people, government, and local government" (p.4). Therefore, tourism is something that needs to be considered as something that is needed by the community. In various regions, tourist destinations are built with various approaches; the aim is to become a tourist attraction that can attract as many tourists as possible. So it is not wrong that tourism is one source of foreign exchange income.

North Sumatera, which is one of the tourist attractions for domestic tourists. North Sumatera has a variety of marine tourism charms. One of those potentials is Lake Toba which has a charm of beauty. According to Bactiar [2], Lake Toba has an area of water 1,130 km<sup>2</sup> with a depth of 500 m and can accommodate as much as 240 km<sup>3</sup> of water. For this size, Lake Toba is the largest

tourism lake in Indonesia. Toba Samosir Regency is one of the seven districts that surround Lake Toba and is on the outskirts of Lake Toba. Toba Samosir Regency is a cultural area that is still thick and has the potential of natural beauty and human resources. The potential of the beauty of the natural panorama and the richness of indigenous culture and art should be explored for the development of tourism in the country.

Lake Toba has the potential as a world tourist destination that makes the government intend to develop Lake Toba tourism. However, in terms of promotion, it is not optimal for tourists outside the island of Sumatera. This causes tourists outside the island of Sumatera do not know Lake Toba. Communities outside of Sumatera Island also consider heading Lake Toba tourism far enough, so that it reduces the interest of tourists to visit. For this reason, the tourism potentials of Lake Toba must well communicated to increase public interest in visiting Lake Toba.

Several studies discuss Lake Toba and lake tourism management and development activities. Kennedy [3] research about 'The Strategic management Of Lake Toba Development'. His research discusses Lake Toba with the main purpose is to analyze the strategic management of Lake Toba development. The government wants the best strategy with various implementations to prepare Lake Toba as a world tourism destination. Other research is from Lumbanraja [4] about 'Tourism Area Life Cycle In Lake Toba'. This research aimed to analyze both development levels and patterns in the tourism area around Lake Toba basing on its life cycle. Siregar et al. [5] noted that the aspects of developing the tourism area analyzed were: tourist attraction, accessibility, infrastructure, and facilities, as well as the social condition and community support. The studies above show research related to Lake Toba that can be useful in this study such as Lake Toba which has become the government's attention in making it a world tourist destination. Another benefit of the previous research is related to the Toba Samosir area as a good enough area to work on because of the lifecycle factor. Next is the research that shows what things are important to discuss in improving tourism on Lake Toba.

Other studies are from Sarker et al. [6] mention the role of promotion as one of the important things in improving a tourist spot, especially the beach. Promotions have become a critical factor in the service marketing mix. This shows that promotion is an important thing that needs

to be done in improving Lake Toba tourism. Fedorov [7] conducts research on promotions through YouTube video media. The purpose of his study was to explore the ways educational programs are marketed and promoted in social media (YouTube). The commentaries and suggestions made as a result of this study may be used to support promotional activity. The above research can be a possible solution to be used also in developing Lake Toba tourism.

## II. METHODS

The purpose of this research is to increase the interest of Lake Toba tourism to the wider community through social media. This design goal is aimed at people in big cities in Indonesia who have a level of routine work that falls into the early adult category aged around 26-35 years, in the range of middle-upper socio-economic strata. According to Nithyashri and Kulanthaivel [8], The human age is classified into four categories as Child (0-12 years), Adolescence (13-18 years), Adult (19-59 years) and Senior Adult (60 years and above). Ages 26-35 are early adulthood or young adulthood. This age was chosen because adults at this age tend to want to take a vacation from fatigue from their daily work routines. Young adults to adulthood is a period of transition into an adult person who is responsible for himself and others including family. The reason is that at that age in most big cities already have jobs with a fixed salary that is sufficient so that the psychographic segmentation here is tourists who have a penchant for traveling, enjoying nature and exploring Indonesian marine tourism, which is a self-sufficient, orientation to the comfort of their choices.

The method used in this research was 'action research'. According to Arikunto [9], action research is research about things that occur in the community or target group, and the results can directly imposed on the community concerned. Based on Sugiyono [10], the action research method is a research method used to test and develop. Maurice Taylor in Sugiyono stated that "action research as a type of practice-based research." The step taken in this research is to look at the problems that often arise from the community related to their interest in visiting Lake Toba. Some of the problems that arose, which were obtained through randomized questionnaires on the target audience showed such as feeling better to choose another tourist location such as Bali or Lombok as a tourist destination in Indonesia. Feel the location of Lake Toba far enough. Not knowing what facilities are in Lake Toba and what entertainment they can get there. The general public also does not have a picture as to what is interesting Lake Toba. From some of the problems above, the solution that needs to be practiced is to create a promotion that informs about Lake Toba. The promotion media chosen is video media that is able to provide a real picture of the location of Lake Toba.

The approach used in this design is through video advertising; the aim being that the message to be conveyed can be easily understood and understood by the audience. The communication approach used includes visual and verbal approaches, and audio. Verbal approach that will be used in this design is Indonesian because it can convey messages more assertively, also adapted to the demographic and psychographic target audiences with

modern lifestyle with age limits 26-35 years so that the promotional media used is more easily digested. A visual approach in introducing Lake Toba tourism by using videography techniques that display Lake Toba tourism with tourism potentials and the culture that exists around Lake Toba tourism area. By using POV (Point of View) shooting techniques and birds-eye-view using drones that contain visual effects that add aesthetic value in every video shoot. Audio in the design of Lake Toba tourism promotion will use pop upbeat music audio created by Ashamaluev Music, which gives a happy atmosphere with beat rhythm above the beat, which is expected to increase the interest and ease of the audience is enjoying the video.

## III. RESULTS AND DISCUSSIONS

The material of the message to be conveyed in this action is to introduce Lake Toba tours in Tobasa district with a visual atmosphere of the tourist attractions and culture around Lake Toba and then influence the target audience to be interested and visit and see Lake Toba tours directly with panoramic beauty in Lake Toba. The style of language used does not use spoken speech, but by using formal Indonesian in text, it is expected that the material or delivery of messages in the media can be conveyed easily and can also create a strong impression. So that it can affect the target audience to visit Lake Toba tourism can be seen in Fig 1.



Fig.1. Lake Toba from High Angle

Creative strategy in the promotion of Lake Toba tourism is to use visuals in the form of videos that show the potentials that exist in Lake Toba with copywriting and tagline support. By utilizing the advancement of the digital age nowadays, social media channels can become a way of promotional activity. The distribution of videos or films placed on several social media, for example; YouTube, Facebook, Instagram, Twitter, and other social media. The results from the media are expected to bring up positive responses that are able to attract potential tourists to visit.

Audiovisual design format in the Lake Toba tourism promotion uses the MP4 H.264 format with a frame size of 1920 px X 1080 px with a 16: 9 aspect ratio comparison, this format is adjusted to the standard of video advertisement on YouTube for the benefit of good image quality and clarity. McCabe [11] noted that the ideal dimensions for a standard YouTube video are 1080p, or 1920 x 1080. 1080p will give professional look video, without using as much data when uploading videos. Layout or layout is seen as a process of determining the need for

space and about the use of space in detail in order to prepare a practical arrangement of physical factors deemed necessary for the implementation of office work at a reasonable cost.

In designing the promotion of Lake Toba, there are letters used in the design of the main media and supporting media. The letters used in the media are Helvetica. Helvetica also consists of the family Black Helvetica, and Black Italic. Helvetica is a sans-serif category designed by Max Miedinger, developed in 1957. Pardes [12] noted that Helvetica is the most popular typeface in the world. So this letter is expected to be easily accepted by various groups of society can be seen in Fig 2.



Fig.2. Editing Process

In the design of Lake Toba tourism promotion illustration, it is important to convey a message to the target audience. The illustration style used in the promotion of Lake Toba tourism is videography. Videography is a medium for recording a moment or event that is summarized in a picture and sound presentation that can be enjoyed in the future, either as a memory or as a study material to learn what has or has happened. Littlefield and Hutton [13] Video is a great medium to tell a story, there is something the audience can gain from a visual adaptation and the personal connection that video offers In designing audio-visual for the promotion of Lake Toba tourism using several shooting techniques such as from low distance or Low Angel Shoot, medium or called Establishing Shoot, and high or called High Angel Shoot, these three shooting techniques are needed to explain the potential of Lake Toba tourism potential can be seen in Fig 3.



Fig.3. Establishing Shoot

The position of the camera is lower than the object image and faces up, it gives the impression of greatness or

strength of an object. This angle to take pictures of people to give a more resilient impression. This angle of view is like seeing with our eyes when looking at an object, where the camera and lens are aligned with the eye and usually with this angle perpetuating human activities, spatial planning, or humans who are interacting with the environment.

The color used in the design of Lake Toba tourism promotion is important to convey concepts that are tailored to Lake Toba tourism to the Lake Toba tourist-target audience. Color is able to bring the natural beauty of Lake Toba. In the action video media in the form of promotional videos using blue and green tones to make the natural feel of the lake become cooler and more comfortable.

#### IV. CONCLUSION

Video as a media for promoting Lake Toba is the right media in giving messages to inform about the existence, beauty, and activities in Lake Toba. A message with the aim of inviting prospective tourists to come to Lake Toba and spread it on social media is an effective and efficient choice, where the media can air all the time. The presence of video media about the beauty of Lake Toba on social media is expected to increase the interest of potential tourists to visit. Positive comments about Lake Toba can be a factor for tourists to visit. Video display of facilities and entertainment found on Lake Toba can make tourists more interested in coming and are expected to be able to become competitors in other world-class tourist attractions in Indonesia.

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