

To Increase Tourists in Rangkasbitung, Baduy and Sawarna, UPNVJ Prepares Digital Promotional Media

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HumasUPNVJ - On 8-11 July 2019, UPNVJ through UPN Photography and Videography "Veteran" Jakarta (UFO) carried out a Community Education (Edumas) program regarding the Introduction and Implementation of Creative Industries through Digital Media Promotion in Rangkasbitung, Baduy and Sawarna. In addition, UFO also works with the Bappeda Lebak in making promotional videos to increase the number of tourists, both local and foreign.



The activity began with holding a workshop on July 8 2019 with 10 Micro, Small and Medium Enterprises (MSMEs) and 5 Lebak Creative Economy (LEKRAF) in Rangkasbitung. This workshop was held with the aim of helping UMKM and Lekraf in getting good photos and videos to promote their products. The event began with the presentation of material on Photography and Videography by Ifdan D. Novian and Raden Sangunda which was then continued with group divisions for product photo practice and product promotion video practice carried out by UFO members together with each specified UMKM and LEKRAF. After that, it was continued with the awarding of certificates and mini studios to Bappeda and representatives of UMKM in the Lebak area. The activity ended with

the presentation of plaques by Mr. Mihrodi as a representative for UPN "Veteran" Jakarta and Mr. Mahmud

as a representative for Bappeda Lebak as a form of gratitude for the collaboration between UFO "Veteran" Jakarta and Bappeda Lebak. The activity was also welcomed by the participants, this can be seen from the enthusiasm and activeness of the participants throughout the series of activities.



In other activities, UFO also carried out Edumas in Baduy and Sawarna which was held on 9-11 July 2019. This activity was carried out with the aim of promoting culture and tourism in Baduy and Sawarna which later videos and tourism promotion designs will be given to Bappeda Lebak and Tourism Awareness Groups (PokDarWis) for each region.

Edumas activities in Baduy and Sawarna are carried out by hunting photos and making promotional videos for each area involving local residents. The focus of making tourism promotional videos is divided into two, namely in Baduy and in Sawarna. In Baduy it promotes cultural tourism in Gajebo Village to be precise in Kanekes Village, Bojong Menteng, Leuwidamar, Lebak Banten while in Sawarna it promotes Legon Pari tourism in the Bayah, Sawarna, Lebak Banten areas and Goa Lauk tourism in Lebak Tipar, Cilograng, Lebak Banten. With this activity it is hoped that the Baduy and Sawarna areas can increase in terms of tourism and increase the economy of local residents. (UFO report)

