

ABSTRACT

Tourism is a source of tourist attraction in every region. Bogor Regency has many worthwhile tourist places to visit, such as nature tours, culinary tours, educational tours, family tours, and sporting tourism. But the lack of promotion causes the tourist attractions are not widely known by the public. This writing aims to develop Bogor Regency tourism promotion through video form. The method used to collect data is by way of observation, literature study, interviews, and questionnaires, so that valid data were collected. The design of this promotional video is of great benefit, for the regional income and also for the income of the people involved in the management of the tourist object.

Keywords: Bogor Regency, Promotion, Tourism, Tourism, Video.