

ABSTRACT

Sokaraja, a district in Banyumas Regency, Central Java, offers a variety of traditional foods such as Gethuk Goreng, Sumpil, and Sroto. However, due to limited promotion, these traditional foods are less known and appreciated by tourists. This study aims to introduce Sokaraja's traditional foods through visual media using an effective promotional approach. The method used in this research is descriptive qualitative with data collection techniques including interviews, observations, and documentation. The design process involves three main stages: pre-production (scriptwriting, concept development, storyboard creation, and talent selection), production (filming), and post-production (footage editing, color grading, and audio arrangement). The result of this research is a promotional video titled “Tiga Babak Rasa” (“Three Acts of Flavor”), which showcases the three traditional foods of Sokaraja through well-planned cinematic visuals, cinematography, audio, and editing. This video is distributed through social media platforms such as YouTube and Instagram, supported by additional promotional media like posters, Instagram feeds, stickers, tote bags, and keychains. This study demonstrates that a cinematic visual approach combined with effective social media utilization can significantly increase public awareness of Sokaraja's traditional culinary heritage.

Keywords: *Promotional Video, Sokaraja Food, Social Media.*