



Tourism Promotion Video of Gundaling Berastagi Using Vintage Effects

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ABSTRACT

Berastagi is a popular tourist city in North Sumatra that introduces Gundaling tourism. This city is not widely known to the public due to a lack of information and digital promotion. This research aims to create a tourism promotional video for the destination of Gundaling, Berastagi, which uses vintage effects as the main component to create a visual and emotional appeal to the audience. Using vintage effects, such as vintage filters, soft colour gradations, and classic lighting, creates a nostalgic feel that can attract visitors and introduce Gundaling as a tourist destination that offers historical and local cultural values in addition to its natural beauty. It is expected that this method will make Gundaling stand out among other tourist destinations by enhancing the visual appeal and experience of tourists. The results showed that the vintage effect applied in this promotional video increased viewer engagement by 40% based on initial group testing, strengthened Gundaling's visual identity, and increased audience reach. The making of this video used the MDLC (Multimedia Development Life Cycle) method. The works created amounted to 12 promotional video works.

Keywords: promotional video; vintage effects; Gundaling tourism.

I. INTRODUCTION

Berastagi, a prominent tourist city in North Sumatra, is the second-largest city in the Karo Highlands after Kabanjahe. Located approximately 65.7 kilometres from Medan and at an altitude of over 1,300 meters above sea level, it is one of Indonesia's cooler cities. Berastagi's economy revolves around agricultural production, such as vegetables, fruits, and tourism. The Karo ethnic group predominates in this area, communicating in the Karo mountain dialect. Compared to other tourist attractions near Berastagi, Gundaling attracts 200,000–300,000 visitors annually. However, it still falls behind Mount Sibayak, which draws 250,000–350,000 visitors yearly, primarily for adventure tourism, such as trekking to its active crater. Conversely, the Lumbini Nature Park, famous for its pagoda and spiritual ambience, attracts 300,000–400,000 visitors annually despite its limited facilities. Meanwhile, Lake Lau Kawar attracts only 150,000–200,000 visitors annually.

According to Sinuhaji and Virginia (2019:107), Gundaling Hill Tourism has the potential to boost the regional economy as one of Karo Regency's most long-standing and popular tourist destinations. Moreover, based on data from the Karo Regency Department of Culture and Tourism, Gundaling and Mount Sibayak are the most visited attractions by domestic and



foreign tourists. Despite Gundaling's natural beauty, including views of Mount Sinabung and Mount Sibayak against a backdrop of cool mountain air, it remains underutilized in terms of its promotional potential due to the lack of visual marketing. The quality of promotional images and advertisements for Gundaling tourism shared on social media is often inadequate to attract audiences compared to more professionally crafted content for other destinations.

Tourist attraction promotions often have the potential to go viral through social media platforms such as Facebook, Instagram, YouTube, WhatsApp, and websites. These media have become an integral part of the digital era, significantly impacting everyday life and reflecting high engagement with the internet. Therefore, reaching a wider and more relevant audience is crucial. According to Vaughan (2004), media is a combination of elements such as sound, text, art, images, animation, and video.

Audiovisual media, such as videos, is the primary medium in visual communication design. It provides information and introduces products or services. This medium can influence the target audience to become interested in promoted products (Arizka et al., 2015). Video is a tool capable of presenting information, demonstrating processes, explaining complex concepts, teaching skills, and influencing attitudes. This tourist attraction has significant potential to be developed through videos (Kustandi, 2013: 64).

The current promotion of Gundaling tourism tends to rely on common and conventional visual techniques, focusing on modernisation without exploring the historical and emotional values of the destination. As a result, Gundaling is less exposed than other more popular tourist destinations that are promoted with a more futuristic and dynamic visual style. Many videos used for tourism promotion emphasize technological sophistication, giving a contemporary and futuristic impression. However, little research explores the use of vintage effects in tourism promotional videos. Vintage effects, which include visual elements such as faded colours, uneven textures, film grain, and other elements reminiscent of the past, are considered a method that creates a strong and immersive atmosphere, offering a deeper emotional dimension compared to regular promotional videos. These effects can create a more intimate ambience and strengthen the connection between the audience and the destination's history and culture.

With the rapid advancement of digital technology and social media, the trends of video advertisements used to promote tourist destinations are increasingly diverse. In addition, in recent years, there has been a trend towards using nostalgic visual effects, such as vintage effects, to give audiences a more immersive experience. Vintage effects, which involve the use of filters and visual elements that give a vintage or classic feel, are increasingly in demand because they can create emotional closeness and bring a new feel to promotional videos. Besides providing aesthetic value, these effects add narrative depth, making the audience more engaged with the history and culture of a place.



II. NOVELTY OR INNOVATION

Along with the rapid development of technology and digital media, the tourism industry is currently growing rapidly. The creation of visually appealing promotional content is essential in this regard to attract the attention of tourists, especially for lesser-known destinations. The use of vintage effects in tourism promotional videos is one innovative approach that is gaining interest. With its characteristics reminiscent of the past, vintage effects have great potential to create a distinct visual appeal and make viewers feel nostalgic. Gundaling tourism, a natural destination rich in natural beauty as well as local culture can take advantage of this trend to expand its audience.

The use of vintage effects is a key advantage of this research, aiming to enhance aesthetic value and strengthen the emotional message conveyed to the audience. The classic impression that evokes the natural beauty of the past is achieved using effects such as slightly faded colours, film sound effects, and rough textures. The vintage concept is often associated with a bygone era, evoking nostalgia and creating a more “aged” or classic atmosphere, typically found in old films or historical documentaries. Utilizing vintage ideas in tourism promotional videos is a relatively new concept and has not been widely applied. This novelty provides a fresh perspective in the tourism promotion industry, which has traditionally emphasized futuristic and contemporary impressions. A vintage-themed video can take viewers on an emotional journey filled with historical and cultural value, rather than merely showcasing the sophistication of the destination.

One of the latest innovations in creating this promotional video is the use of vintage effects to build a stronger emotional connection. This not only enhances tourism marketing strategies but also provides an opportunity to view the history and beauty of Gundaling Hill from a more captivating perspective. Previous studies have highlighted the importance of visual innovation in promoting tourist destinations in more creative and evocative ways. This video offers not only unique and compelling visuals but also evokes feelings of nostalgia that can strengthen the emotional bond between the audience and the location. Furthermore, the promotional video effectively portrays Gundaling as a destination that is not only beautiful but also rich in stories and cultural values worth appreciating. This strategy could be key to differentiating Gundaling from other tourist destinations in the highly competitive tourism market, drawing the attention of travellers from various backgrounds.

The visual impact of vintage on audience perception shows that the use of vintage design, which incorporates aesthetic elements from the past such as classic fonts and faded colours, increases emotional engagement and creates a positive sense of nostalgia, while around 72% of respondents said that vintage design creates a sense of authenticity and quality to the brand. A total of 49% of respondents showed a tendency to choose products with vintage designs, particularly in the 25 to 34 age demographic, who feel closer to brands that incorporate historical or nostalgic elements. In addition, 55% of respondents said that ads with vintage designs are seen more on social media. However, for younger demographics



between 18 and 24 years old, vintage designs may look dated if not combined with contemporary elements.

III. ARTISTIC APPROACH OR CONCEPT

3.1 Promotional Video

According to Apriliani et al. (2019), a video is an electronic signal-processing technology that can depict the motion of images. This statement is based on the fact that, in addition to being an important and engaging component in multimedia, video also functions as a tool that accelerates the learning process through real-world simulations. This is because still images have limitations in conveying information, whereas video can deliver information more realistically.

Furthermore, regarding promotional videos, Hasanarika (2022) states that the main objective of a promotional video is to introduce and promote goods or services by highlighting their advantages. A short and persuasive tagline is typically used in these advertisements to enhance recall. Promotional videos, which utilize audiovisual elements to convey information, are crucial for portraying a brand and delivering messages to customers and target markets. The concept behind this definition is that promotional videos are a useful method for introducing products or services through visually appealing presentations, distinguishing them from text-based marketing strategies. Creating a promotional video can capture public attention, raise brand awareness, and strengthen the brand's identity.

During the video production process, sound is a critical component accompanying images or visuals. This includes dialogue between characters or narration that drives the story, sound effects to enhance realism or dramatization, and background music that creates an emotional or atmospheric mood. By adding details such as natural sounds or environmental noises, the soundscape adds depth to the recording. To ensure the overall quality of the audience's experience, from proper recording to meticulous sound editing, maintaining good sound integrity is essential throughout the video production process.

By using visual elements that reflect the rich culture and nature of Gundaling, cultural promotion can be strengthened. This can convey the tourism story in depth to the audience. The stunning natural scenery of Mount Sinabung and Sibayak, with the majestic mountains in the background, and the beauty of the surrounding nature, can be an important part of the promotional materials. People's lives and natural beauty are well depicted in these visuals

3.2 Cold Color Grading with Over-Saturation

Not only does cold colour grading play a role, but the over-saturated effect is also applied to enhance the strong vintage feel. Increasing colour saturation makes the visual appearance bolder, more dramatic, and striking, deviating from a realistic impression. The stronger colour contrast provides a unique visual style as if the footage were taken from an old film.



This over-saturation effect also emphasizes the texture and grain in the video, adding an analogue and damaged film look that supports the overall vintage theme. Below is an example image adjusted with colour grading (over-saturation).



Figure 1. Image Appearance with Color Grading Adjustments

Search : <https://amatordenprofesyonele.blogspot.com/2019/05/fotografcinin-titresim-ve-doygunluk.html?m=1> on 2019

3.3 Vintage Effects

The term "vintage" originates from the word "vintage print," which refers to the first photo printed after the film has been developed (Sudjojo, 2010). After that, the photo was considered the original, while subsequent prints were regarded as copies or replicas of the original photo (Bruce, 2013). Today, vintage photography is often associated with black-and-white (B/W) images and is commonly thought of as a digital photo edit designed to mimic early 20th-century photographic processes. However, not all vintage photos possess these characteristics (Francesco and Tombesi, 2018). In other words, vintage-style colour photography has evolved from classic photography styles, revived through the use of specific techniques in shooting and image processing to create a look reminiscent of photographs from earlier eras, particularly from the 1950s to the 1970s. The goal of vintage-style colour photography is to replicate or mimic the photographic aesthetics of earlier times, specifically from the 1950s to the 1970s.

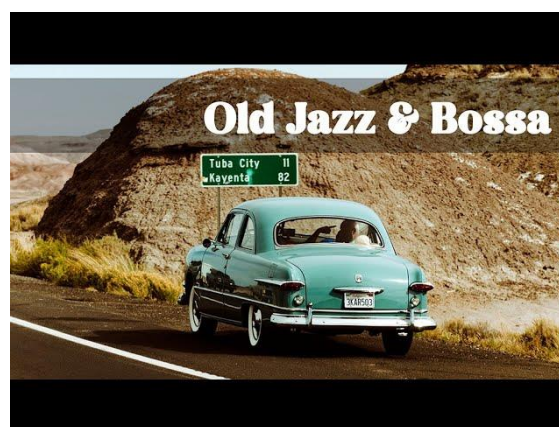


Figure 2. Image Display of Vintage Effects

Search : <https://youtu.be/r1QOoOZkxWg?si=2mw8LY48uFdDz5D6> on 2022



3.4 CapCut

According to Nurdiansyah (2023: 5573) Capcut is an application for video editing that can be downloaded on iOS or Android devices. Initially, this application was known as Viamaker, then in 2020, it was changed to CapCut. The author chose to use Capcut software because CapCut has various features that can be accessed for free which makes it easier for the author to create this video editing work, especially since the author is used to using its features. The author uses this application because of its ease of use, all features, and free accessibility With advanced features such as speed settings, creative filters, and text animations, and directly connected to social media platforms such as TikTok, In addition, CapCut has a fast and light speed and an active community that provides many tutorials to help users maximize application features.

IV. CREATION METHOD

In this study, the researcher applies the MDLC (Multimedia Development Life Cycle) development approach. MDLC stands for Media Development Method, which is the best approach for designing and developing media applications that integrate features such as images, sound, video, animation, and others (Gunawan & Raya, 2022). The MDLC method consists of six main stages: concept, design, material collecting, assembly, testing, and distribution.

4.1 Concept

This stage includes the search for ideas, concepts, and scripts that will be used to create the promotional video. It also involves determining the goals and identifying the target audience.

4.2 Design

The design stage outlines the steps that will be taken by the creators and developers of the multimedia project. At this point, a storyboard is used to show the sequence of the story in each scene.

4.3 Material Collecting

The material-collecting process involves gathering all the necessary elements for the project. Data, audio, images, and videos are collected in appropriate digital formats.

4.4 Assembly

This stage involves combining and arranging all the collected materials and resources according to the previously defined storyboard and plot.



4.5 Testing

The testing phase is carried out to ensure that the promotional video meets the plan and no improvements are needed. If the video meets the standards, the project is ready to move on to the next stage.

In testing the creation of the Gundaling Berastagi tourism promotional video using vintage effects with the MDLC (Model-Driven Learning and Communication) method, there were some significant challenges. Most notable was the process of gathering a representative audience and thoroughly testing audience responses. First, acquiring a diverse audience, consisting of domestic and foreign tourists, cultural backgrounds, visual preferences, and digital experiences, was a major challenge. In addition, different views on vintage effects were also an obstacle to testing. In promotional videos, vintage effects may have different appeals to audiences of different ages and cultural backgrounds. Younger audiences may perceive vintage effects as something outdated, while older audiences may feel more emotionally connected to them.

4.6 Distribution

In the distribution stage, the promotional video is distributed after passing through the testing process and is deemed to meet the established standards.

V. WORK CREATION PROCESS

5.1 Concept

In the concept stage, the researcher seeks ideas that combine the natural beauty of Gundaling with cultural and historical values through vintage effects. To assist in the video creation process, the researcher prepares a script or outline for the video, which includes information about the tourist destination, the message to be conveyed, and how vintage effects can enhance that message.

5.2 Design

The storyboard serves as a visual representation of each scene in the video. It will depict the sequence of the story, object positions, camera angles, and visual elements such as vintage effects. At this stage, vintage effects like sepia filters, soft effects, and gentle lighting will be thoroughly discussed. This is done to ensure that all team members share the same vision of how the video will appear.

The video's visual style will resemble vintage film recordings with vintage effects. The selection of warmer, faded colour palettes and soft lighting arrangements are part of this visual design. The goal of this design is to create a nostalgic atmosphere that supports Gundaling's cultural and historical themes. In this stage, graphic design elements like text, logos, or graphics will also be determined.



5.3 Material Collecting

In the material collecting stage, the researcher gathers all images and video footage needed to showcase the natural beauty of Gundaling, such as landscapes, mountains, flower gardens, and local activities like traditional markets. Since these will form the basis for the vintage effects, these elements must be carefully chosen. Nature sounds and background music that matches the vintage theme must also be selected carefully to create an immersive atmosphere. For example, classical or jazz music, along with natural sounds like wind, rain, and birdsong, will strengthen the natural theme of Gundaling.

5.4 Assembly

The assembly stage of video editing begins with selecting video clips that will be used to tell the intended story. The editing also includes adjusting duration, selecting the right clips, and arranging the scenes in order. At this point, vintage effects will be used to give the video a classic look. This includes adjusting colour contrast and saturation, as well as adding sound effects or a grainy texture to the video clips. This stage also involves the application of vintage visual effects such as sepia filters or soft colour gradation. Additionally, soft blurs or grain effects can be used to give the video a vintage feel. All these components are designed to create a nostalgic atmosphere and help the audience connect with the past of Gundaling. Finally, the audio will be adjusted, and the video will include recorded nature sounds and chosen background music to support the mood.

5.5 Testing

Once the video is developed, the next step is the Video Quality Check testing. The team performs a video quality check to ensure that the visual and audio presentation is top-notch and that vintage effects do not detract from the quality of the content. This check also includes technical elements such as resolution, compression, and smooth playback. To get feedback, video trials are conducted on focus groups or small audiences. The main questions here are whether the audience can enjoy the desired nostalgic atmosphere, whether the vintage effects succeed in creating an emotional bond with the location, and whether the video successfully conveys Gundaling's tourism message. Revisions Based on Trial Results: The video may need to be revised to match the desired ambience, improve technical features, or enhance visual effects.

Testing the creation of the Gundaling Berastagi tourism promotional video with vintage effects using the MDLC method shows that many ways can be used to measure audience response. Qualitative testing can be done by conducting interviews and focus group discussions (FGDs). This makes it possible to learn the audience's feelings and perceptions towards the visual elements delivered. Also, after watching the video, the audience can gauge their level of interest and passion for the destination through a quantitative survey with a Likert scale. A/B testing can be used to compare two versions of a video with different visual styles. This provides objective data on which elements of the video capture the audience's



attention and emotions the most. Measuring engagement on social media is important to know the long-term impact and response of the audience to the promotional video.

5.6 Distribution

To reach a wider audience, the video will be published on digital platforms such as YouTube, Instagram, and TikTok. These platforms also provide features that facilitate the sharing of videos among users, particularly the general public.

VI. RESULTS AND DISCUSSION

6.1 Leaving Footprints In Every City, Every Street Has A Story To Tell



Figure 3. Final Work Title: "Leaving Footprints In Every City, Every Street Has A Story To Tell"
(Source: Sitepu, 2024)

Title of Work	: Leaving Footprints In Every City, Every Street Has A Story To Tell
Creator	: Paulina Sitepu
Duration	: 1.03 minutes
Video Size	: 194 MB
Year	: 2024
Number of Viewers	: 2000 likes

This work titled "Leaving Footprints in Every City, Every Street Has a Story to Tell" contains a deep and thought-provoking meaning about travel and experience. The term "leaving footprints" refers to the traces we leave in every place we visit, reflecting the impact of our presence in this world. Each step taken is not just a physical journey, but also implies the influence and memories left behind in those places. made by applying a combination of vintage effects, songs, and writing and made using the cap cut application with a landscape ratio. In this video editing work, to give a vintage effect, the cap cut application has a selection of film effects such as light leaks, scratches, and dust, these effects add authenticity and charm to the work.

"Leaving Footprints in Every City, Every Street Has a Story to Tell" is a very emotional and inspiring story that can arouse the audience's curiosity and interest in Gundaling tourist destinations. Berastagi's natural beauty and storied local culture fit well with the theme of



travel and discovery. The downside is that this theme may be too abstract and not specific enough to show how unique Gundaling is.

6.2 Throwback To Better Times



Figure 4. Final Work Title: "Throwback To Better Times"
(Source: Sitepu, 2024)

Title of Work	: Throwback To Better Times
Creator	: Paulina Sitepu
Duration	: 1.4 minutes
Video Size	: 200 MB
Year	: 2024
Number of Viewers	: 5000 likes

This work is titled "Throwback to Better Times" with the theme of nostalgia. The editing process in this video uses vintage techniques to create a familiar and warm atmosphere. One of the main elements implemented is the application of colour filters that give a faded effect so that the video looks like footage from an earlier era. The addition of film grain to each clip also provides a distinctive visual depth, reinforcing the nostalgic feel.

In setting up transitions between clips, the video uses smooth transitions, such as dissolve and fade effects, to maintain a harmonious continuity of the storyline. Some scenes are shown in slow motion to accentuate the emotions, giving the viewer a chance to soak in every detail of the memories being recounted. With its lilting background music and touching narration, the video successfully conveys the message that despite the passage of time, beautiful memories will always remind us of the precious moments in life. Through meticulous editing, "Throwback to Better Times" is not only a visual spectacle but also an emotional journey that celebrates the past.

In Berastagi's Gundaling tourism promotional video, the theme "Throwback to Better Times" has the ability to revive the beauty and serenity of the city's past. However, the emphasis on nostalgia and the appearance of modern elements of Gundaling must be balanced to produce an effective video. This will appeal to a younger audience or one looking for a new tourist experience. To avoid detracting from the visual appeal or the main message, use vintage effects with caution. The downside to this video is that the song used is not very on-trend which could potentially make the audience tend to get bored.



6.3 An Oldie But Goodie Video



Figure 5. Final Work Title: "Throwback To Better Times"
(Source: Sitepu, 2024)

Title	: An Oldie But Goodie Video
Creator	: Paulina Sitepu
Duration	: 1.04 minutes
Video Size	: 190 MB
Year	: 2024
Number of Viewers	: 6000 likes

The video titled "An oldie but goody video" invites viewers to dive into the charm of nostalgia with editing techniques that highlight the beauty of the past. In the making of this video, a filter was used that gives a faded look, as if bringing footage from an older era to life, "oldie but goody" refers to something that has been around for a long time but is still cherished and loved, emphasizing that older memories and experiences still have irreplaceable value. The video is designed to highlight precious moments that are often forgotten, paying tribute to the cultural and historical heritage that shapes our identity. The strengths of this title are the matching colour grading of the vintage effect in this video, and the use of warm and faded colours, such as brown, dark yellow, or soft pastel colours. The downside of this video is that there are too many transitions that make the video too busy, which will reduce the elegance.

6.4 Quiet place



Figure 6. Final Work Title: "Quite a Place"
(Source: Sitepu, 2024)



Title : Quite Place
Creator : Paulina Sitepu
Duration : 1.01 minutes
Video Size : 180 MB
Year : 2024
Number of Viewers : 5000 likes

This work titled "Quite a Place" presents a calm and reflective atmosphere, focusing on experiences that invite viewers to enjoy the beauty of simple moments in life. In the editing process, vintage techniques are applied to create a deep sense of nostalgia. The use of soft colour filters and fading effects gives the video the appearance of being taken from the past, while the addition of film grain adds a distinctive visual depth, creating a more intimate and familiar experience for the viewer.

The transitional arrangements between clips are carefully designed to keep the story flowing. Subtle transitions, such as dissolve and fade effects, help to create a harmonious continuity between the various moments shown. The use of slow motion in some scenes emphasizes the small details that are often overlooked, allowing the audience to feel the emotions more. With soothing background music and reflective narration, "Quite a Place" is not only a visually appealing spectacle but also an emotional journey that invites viewers to appreciate the beauty of simple moments in everyday life.

The strengths of this video are that the use of dimmer tones and subtle textures in the video creates a calmer atmosphere and invites memories of a simpler past, away from the hustle and bustle of modern life. The disadvantages are that the movement footage is not taken correctly, and the fps setting is too low, which affects the quality of the video.

VII. CONCLUSION

In the process of creating promotional video editing in Gundaling Berastagi, researchers added vintage effects, researchers have explored various visual and narrative elements that can attract the attention of visitors. The use of vintage effects not only gives a warm, unique, elegant and aesthetic feel but also invites the audience to feel close to the history and natural beauty of Gundaling. Through a combination of stunning images and evocative music, the researcher hopes that this video can introduce and promote the beauty and attractiveness of Gundaling as a tourist destination. The author feels that this work can inspire the audience to explore the beauty of Berastagi. This video can be optimized to attract a wider and more diverse audience, increase tourist visits, and strengthen Gundaling's reputation as a top tourist destination.

The promotional video should be uploaded on various social media platforms such as Instagram, TikTok, and YouTube to expand the audience and allow for direct interaction, such as liking, commenting, or sharing the video. In addition, by incorporating the promotional video into the official digital campaign, there is a greater chance of attracting more visitors to Gundaling and enhancing its perception as a tourist spot full of natural beauty and old-world



charm. Some improvements can be made to make it more appealing to a younger audience and tourists looking for a more modern experience. nostalgic elements should be balanced with information about Gundaling's recent tourism advancements, such as new attractions, modern facilities, and ongoing events. This can help attract younger travellers who want to have a modern experience but stay true to tradition. The author hopes that this promotional video can be an effective tool in increasing tourism visits to Gundaling, as well as providing the first step of positive influence for the local community, namely adding to the economic improvement in the sustainable city of Berastagi and also increasing awareness of the cultural and natural wealth that exists in this area.

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