

ABSTRACT

Wonolopo Tourism Village is one of tourism village in Semarang. Wonolopo Tourism Village has several Micro, Small, and Medium Enterprises (MSMEs) that would be a potential. The MSMEs at Wonolopo Tourism Village are including Oyester Mushroom Cultivation Agro Berkah Lestari, Catfish Seeds Cultivation and Sheep Livestock Mina Tirta Mulia, and Herbal Drink Homemade Seger Waras. In the current era, there is a need for digital promotional media. Based on the results of data collection, these enterprises do not have digital promotional media due to limited knowledge. This forms the basis for the research and production of products, specifically corporate video used as promotional media. Making corporate videos utilized the research and development method by Sugiyono. The method developed has 10 steps. However, there were only 8 steps conducted because this study only required a validation from stakeholders' and a restricted sample test conducted within the community. The steps were potential and problems, data collection, product design, product validation, product revision. product trials, product revision, and dissemination. Data collection was conducted through observation and interview with the parties. The result of this study is a corporate video that contains three MSMEs, and several tour packages are owned by Wonolopo Tourism Village, then the video will be uploaded in social media YouTube as a platform for distributing promotional media. With the corporate video, there were various things can be learned, such as the production process, perpetuation methods, even the outcomes of MSMEs production. The video will be dedicated to the Wonolopo Tourism Village and the MSMEs of Agro Berkah Lestari, Mina Tirta Mulia, and Seger Waras herbal drink as promotional media for local and foreign tourists to visit.

Keywords: MSMEs, Tourism Village, Corporate Video