

## **ABSTRACT**

Semarang is a city that holds a lot of hidden beauties and stunning natural panoramas. One of the tourist attractions that has a high attraction for tourists is Kedung Kudhu Kalipepe Waterfall. Kedung Kudhu Kalipepe Waterfall is a natural attraction located in a residential area, precisely located on Kebangkitan Masyarakat Street, Kalipepe, Pudakpayung Village, Banyumanik District, Semarang City. Unfortunately, there are still many people who do not know about Kedung Kudhu Kalipepe Waterfall because tourists are more focused on tourist attractions in Semarang City which are more popular. Therefore, in an effort to highlight the origins of Kedung Kudhu Kalipepe Waterfall, the researcher tries to create a promotional media in the form of a video to review Kedung Kudhu Kalipepe Waterfall tourist destination. The video aims to disseminate information about Kedung Kudhu Kalipepe Waterfall in the hope of introducing and attracting public attention about Kedung Kudhu Kalipepe Waterfall, so as to increase the quantity of visitors. The method used for the process of making review video is the Research and Development (R&D) method by conducting 3 stages of video making, namely pre-production, production, and post-production.

**Keywords:** Nature Tourism, Review Video, R&D Method