Exploring Creative Video Documentary Through Folklore Settings for Strengthening Storytelling to Expand the Promotion of Madura Tourism Destination

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Abstract. Madura's tourism requires a digital communication touch to reach a wide audience. Through documentary videos uploaded on various media platforms, Madura's tourist destinations will become more appealing and easily accessible to a broader audience. By reinforcing the connection with local folklore, a tourism documentary video not only contains geographical content but also carries the contextual background of a story. Promoting tourist destinations in this manner becomes softer as it is not solely about promoting physical tourist spots, but also about incorporating the background story. This research employs an action research paradigm with a participatory-action research approach. Action research utilized a case study, which was a qualitative research method. This research also serves as development research and yields a model for developing media production with new creative content. The results of this research indicated that the promotion of tourism through documentary videos was increasingly appealing to the audience. Tourism videos with soft promotion, such as a journey with folklore stories, are more captivating because they entail narratives and tales. Social media is the most accessed platform by the audience to view documentary videos. The creative touch in producing documentary videos is reinforced through the enhancement of the local folklore that exists in the tourist area, which is then incorporated as a strengthening element in the storytelling of the journey and travel documentary video.

Keywords: documentary video, folklore, storytelling, digital communication, Madura tourism.

1   Introduction

Nowadays hype in the society is that anything viral is bound to attract public attention and interest. Audiovisual products uploaded on social media have the power and attention when packaged with a creative touch. It will in accordance with current trends and consumer habits in media. In order to make it has the potential to go viral and reach a broader audience, it needs a sense of creativity and innovation regarding the production of messages in communication media.

   The digital era has the role to make people easily searching for desired information in the internet. The content of tourism promotion is also influenced by the presence of

internet. Digital promotion will be more effective in reaching potential tourists, both domestically and internationally (Rosi, 2020: 110). Tourism promotion is now on our hand, integrated into smartphones with various innovations. Digital communication will continue to evolve and is believed to become significant in the future, in line with the advancement of communication technology (Rosi, 2021: 99).

The presence of netizens in the digital communication era being the essential support. As remembered that they are prosumer in the development of Madura's regions and tourism destinations. The creative processes as well as netizens could produce unique contents. It is in line with many new social media platforms provide numerous contents.

The development of video documentary content by the touch of storytelling narration can strengthen the Madura tourism brand. Meanwhile it has not been widely explored in new media. Despite the fact that Madura's tourist destinations have links to an interesting history, which, if properly packaged, can aid in the marketing of Madura's tourism destinations. Therefore, marketing efforts for tourism and regions are needed through the development of media production involving netizens as prosumers. Through the development of creative video documentaries by the touch of storytelling, Madura's tourism promotion will have a fresh appeal. Then, the media marketing of the Madura region and tourism is believed to be more effective and appealing.

The problems in this research are: 1) how to develop creative video documentaries about Madura tourism for the expansion of digital promotions of Madura tourism? 2) how to strengthen storytelling in the content of Madura tourism video documentaries?

The research method in this study employs action research with a participatory-action research approach. It utilizes a case study, which is a qualitative research method that seeks to explore the process by answering the question of how it occurs (Cresswell, 1994 in Hamad, 2006). The data was collected through documentary studies, involved observational observations, and in-depth interviews, and confirmed through focus group discussions (FGDs). Furthermore, it was enriched with secondary data from various recent studies.

The observation was done on the individuals and media involved, both directly and indirectly. In order to identify various forms of support and constraints in the community and in the field. It is as well as to identify opportunities to seek solutions in line with the potential of the Madura community.

This research's subjects were the main Madura's tourism stakeholders. They were the people of tourism industry, Madura's content creators, tourism managers, government officials, community leaders, communication technology observers, and companies related to new communication products.

The validity, reliability, and credibility of the research results was measured by the willingness of local stakeholders to agree with the research outcomes, as a consequence of the co-generative and collaborative nature of the action research. Action research is closely related to the effort to obtain contextual knowledge, considering that the research aims to find solutions to social problems by walking together with local stakeholders and researchers. This action research also seeks to comprehensively explain phenomena, issues, or cases while demonstrating the way forward (Hamad, 2006).

2   Discussion

Videography is the process of capturing moving pictures and sounds using electronic devices like phones and cameras. This is followed by video editing and creative post-production. Various styles depict in the videography with the small scope. Documenter is a fact explanation and society real condition. Its process conducted through research which consists of finding facts, interviews, field observations, surveys, and library research. Several documentary videos bring out the specific topics. It tells how the object and regions created and developed, as well as the individuals' profile behind the tourism destinations.

However, the brand storytelling is the use of authentic story and giving emotional touch to strengthen the region's promotion. This creative process is not only introducing a brand to the market, but to sell the story to make it soft. Therefore, those creative videos are uploaded to the social medias such as Facebook, Instagram, TikTok, and YouTube to be the Madura tourism promotion platform.

2.1   The Documentary Video Production Process

The process of producing a documentary video is almost similar to the process of making a documentary film. The process are pre-production, production, and post-production stages. This documentation process requires a creative process from the beginning, starting from pre-production, including research and the formation of the production team. In the process of making tourism documentary videos, an agenda, concept, and compelling overarching title related to the tourism destination being highlighted need to be devised.

For example, the production of a video about the oxygen tourism area of Gili Iyang Island in Sumenep. To obtain a strong concept and story, in-depth research about the tourism site should be conducted. This research should include the history, origins, and the development of folklore related to the tourism site. The story setting is necessary to create the narrative background. The prologue and opening of this video will feel more natural with a fresh storytelling style as a narrative. Then, it should be supplemented with technical aspects on how to reach the location, including routes, access, and transportation facilities to the tourist spot, the tourism potential, the social aspect of the community, and other supporting data. The team can then develop a work agenda starting from pre-production (research, data collection, studies, script preparation), production (shooting, interviews, and more), and post-production.

In commencing the research, there needs to be a mediator who can facilitate the production team's communication with the tourism managers and local community in that area. As an initial data point, Gili Iyang oxygen island is recognized by UNESCO as the world's second-best health tourism destination in terms of oxygen levels. With this brief background, the production team can outline the necessary data to be collected, the storyline, the individuals/actors to be involved in the video, and the plan for the shooting pattern. The process of producing a documentary video requires thorough planning. Before the production process, it is essential that all preparations are thor-

oughly refined during the pre-production stage, including the script, data, crew, equipment, and other supporting needs, to avoid any obstacles. Consequently, all production processes can run smoothly.

In detail, the process of creating a creative video could begin with the following steps: 1) Goal: the creator must determine the purpose of creating the documentary video. In this case, there should be a focus on whether the aim is to increase sales, introduce a new product, or build a brand. 2) Understanding the target audience: Identify the target audience for the video documentary. Who is the intended audience for this documentary video? 3) Creative idea: Incorporate a strong creative idea for the documentary video. Determine how to present the product or service in an engaging way. 4) Script: Write a strong script. Ensure that the message is clear and captivating. 5) Budget: Set a budget for the video production. This will affect the scale and complexity of the produced video. 6) Team selection: Choose a production team according to the requirements, including a director, cameramen, editor, and actors (if needed).

Furthermore, the process continues with 7) Location and recording: Choose suitable locations and conduct high-quality filming sessions. Ensure the quality of lighting, sound, and visuals. 8) Music and Sound: Select suitable background music, as well as the necessary narration or sound effects. 9) Editing: Carefully edit the video to ensure it appears professional and flows smoothly. 10) Launch and distribution: Plan a strategy for the launch and distribution of the video. This can be done through online media platforms and social media. In terms of choosing the main character for products being the ultimate focus. The main character should reflect the brand and message. For example, if sell the luxury products, the main character should reflect it on themselves.

How does the main role relate to the product or service being promoted? They should naturally portray the benefits or usage of the product. The attractiveness of the main role is crucial; do they possess qualities that can captivate the audience's attention? This can be a critical factor in engaging the audience and making them feel involved. Acting talent also needs to be considered, but this can be trained through reading skills before the shooting takes place.

2.2   The Power of Storytelling and Folklore

The strength of a documentary video as a promotional medium lies in its ability to create proximity. This video can also enhance engagement with a tourism destination. Documentary videos have now become a powerful tool for informing the allure of a region. While the video's purpose is highly functional, it should be infused with creativity to avoid being monotonous. Video production can be crafted into an engaging story and visuals, without losing the essence of the tourism destination that is being conveyed to the audience. This is where the power of storytelling becomes crucial.

Storytelling videos harness the power of narrative through audio and visual forms. The strengths of storytelling videos include: 1) emotional impact: the audience has the opportunity to be emotionally moved by the story in the video. 2) educational value: it can convey informative aspects within the narrative. 3) empathetic connection: watching the video can foster trust and empathy from the audience. 4) engagement: after watching the video, the audience can further engage by providing comments or sharing

the video with friends and relatives, making it more interactive, shareable, and potentially viral.

If we consider research on human memory, it also proves that critical facts, data, and analysis are more emotionally stirring when connected to a specific story. Indeed, presenting material in this manner can move people to take action. Data can influence people, but it cannot inspire action. Meanwhile, stories can penetrate areas that quantitative analysis cannot reach—our hearts.

A story can ignite the heart and guide the soul. It is evident how powerful storytelling is in influencing people in various fields, from selling products, teaching, to spreading religion and ideology. Indeed, storytelling is a skill that has long existed in our society. Before the existence of books, newspapers, telephones, and telegrams, let alone the internet, our ancestors were already telling stories to their grandchildren. We certainly enjoy a good story when we hear one. We can listen, imagine, and remember it better and for a longer time. In fact, we can retell it years later if the story left an impression on us. Research also shows that stories can touch sensory centers in the listener's brain, making them feel as if they are a part of the story and experiencing it themselves. Therefore, a good story can stir emotions, capture attention, and be remembered consistently. Even complex concepts can be easily understood when packaged in the form of a story.

A documentary video presents existing facts and realities. The process of creating a documentary video requires research to uncover these facts, which can be done through interviews, field observations, surveys, or literature reviews. Various types of documentary videos can be produced, such as exploring a specific topic, depicting the development of an area, or profiling the people behind a business. The final video product has the power to capture attention and reach consumers in today's era.

Diverse Madura tourist attractions have the potential to be developed as leading tourist destinations. Strengthening documentary videos and storytelling is believed to be the key to enhancing the appeal of information and communication for Madura tourism marketing in the digital media (Syarif, 2022: 128). Additionally, digital communication fosters new consumer habits that are increasingly mobile, personal, and interactive. The modern tourism industry is now increasingly oriented towards digital services (Nurul, 2019: 217).

This research aims to develop digital communication production through the enhancement of videography, documentary video content, and brand storytelling. The development and strengthening of these creative processes aim to create genuine and authentic creative video programs that will be applied on social media platforms, especially Facebook, Instagram, TikTok, and YouTube.

Fig 1 shows thew creative video documentary production model by the touch of the folklore storytelling.

Fig.1. Creative video documentary production model by the touch of the folklore storytelling

3   Conclusion

The promotion of tourism through documentary videos is increasingly popular among the public. In the current digital era, video is considered a compelling and effective promotional and marketing tool for businesses, governments, and communities. Along with the distribution of digital videos, a destination, including a tourist spot, can be portrayed more attractively, comprehensively, and vividly through the creative process. Furthermore, documentary videos involve natural contexts, local settings and characters, and are not limited in duration, allowing for deeper exploration. The strength of a documentary video lies in its authentic and natural settings, making the content more engaging and diverse. A documentary video can sell a more compelling story, thus having a stronger emotional appeal to viewers to visit and explore a particular tourist destination.

One of the most accessed media platforms is social media. Creativity in producing a documentary video involves reinforcing the local folklore that exists in the tourist destination and incorporating it into the storytelling within the documentary video. Strengthening the local folklore in the documentary video will connect the audience to the local attractions and tourist destinations. Consequently, visitors not only experience the geographical and physical attractions but also encounter the moral values embedded in the local folklore of the tourist destination.

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