

**DEVELOPING PROMOTIONAL VIDEO OF *DESA*  
*WISATA BRANJANG* TO INCREASE INTERNATIONAL  
TOURIST TO VISIT BRANJANG**



**FINAL ASSIGNMENT**

**A Partial Fulfilment of the Requirements for the Applied Foreign  
Language Bachelor Degree**

**By**

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**BACHELOR OF APPLIED FOREIGN LANGUAGE  
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UNIVERSITAS DIPONEGORO  
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**APPROVAL SHEET  
A FINAL ASSIGNMENT**

**Developing Promotional Video of *Desa Wisata Branjang* to  
Increase International Tourist to Visit Branjang**

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**Semarang, September 29<sup>th</sup>, 2023**

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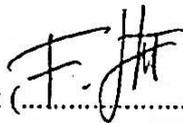
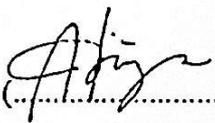
## ACCEPTANCE

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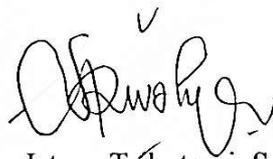
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## STATEMENT OF ORIGINALITY

This is to certify that final assignment definitely my original work. I am completely responsible for the content of this study. Other writers; opinion or finding in this project are quoted or cited in accordance with ethical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

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Semarang, September 21<sup>st</sup>, 2023



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## ABSTRACT

*Desa Wisata Branjang* is a village in Central Java at the border of Semarang Regency and Kendal Regency. The topography is moderately hilly, with some fertile plains. This potential eventually turns *Desa Wisata Branjang* and its environs green, which is used for agricultural operations and grown plants. However, due to a lack of promotion from *Desa Wisata Branjang*, the tourism village is still not well-known in the local and international communities. Therefore, a bilingual promotional video is developed to promote *Desa Wisata Branjang*. The method used for this final assignment is Research and Development. There are ten steps in the Research and Development approach. Nonetheless, only eight of the ten processes were implemented in this study: potential and problems, data collection, design production, design validation, design revision, product trial, product revision, and final product. This study only required eight steps because it only requires a small sample test and does not produce a mass product. The data for a bilingual promotional video was collected using a triangulation process that included observation, interviews, and documentation. As a result, the promotional video includes thorough information about *Desa Wisata Branjang*, such as activities available, tourism packages, and MSME products as the highlighted aspect of this video. This video has English as a voice over and Indonesian as a subtitle. The purpose is to attract both domestic and international tourists to know more about *Desa Wisata Branjang*.

**Keywords:** *Desa Wisata Branjang*, Promotional Video, International Tourists