

**DESIGNING PROMOTIONAL VIDEO OF KAMPOENG  
BATIK KAUMAN AND SUGIHWARAS CULINARY CENTER  
AS POTENTIAL TOURISM IN PEKALONGAN**



**FINAL ASSIGNMENT**

A Partial Fulfillment of the Requirements for the Applied Foreign  
Language Bachelor Degree

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE  
VOCATIONAL SCHOOL  
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**2023**

## **STATEMENT OF ORIGINALITY**

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

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**APPROVAL SHEET**  
**A FINAL ASSIGNMENT**

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KAUMAN AND SUGIHWARAS CULINARY CENTER AS POTENTIAL  
TOURISM IN PEKALONGAN**

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## **ABSTRACT**

Pekalongan is a city in the Central Java province of Indonesia. Pekalongan has a wide range of tourist attractions, from natural tourism to cultural tourism. However, since the pandemic began in 2020, the number of tourists visiting Pekalongan has decreased. As a result, the aim of this final assignment is to create promotional video for Pekalongan tourist attractions, Kampoeng Batik Kauman and Sugihwaras Culinary Center. This Final Project used the Research and Development (R&D) technique to create promotional videos in three stages: pre production, production, and post production. The result of this Final Project is a promotional video featuring two (2) tourist attractions such as Kampoeng Batik Kauman and Sugihwaras Culinary Center. The promotional video focuses on history, the batik making process, and Pekalongan local cuisine.

**Keywords:** Promotional Video, Tourism, Pekalongan

## **ABSTRAK**

*Pekalongan merupakan sebuah kota yang terletak di provinsi Jawa Tengah. Pekalongan memiliki beragam destinasi wisata mulai dari wisata alam hingga wisata budaya. Namun, saat pandemic berlangsung sejak tahun 2020 grafik kunjungan wisatawan ke Pekalongan menurun. Oleh karena itu, tugas akhir ini memiliki tujuan untuk merancang video promosi tempat wisata di Pekalongan yaitu Kampoeng Batik Kauman and Sugihwaras Culinary Center. Penyusunan Tugas Akhir ini menggunakan metode Penelitian dan Pengembangan (R&D) untuk mengembangkan video promosi dengan beberapa tahapan yaitu pra produksi, produksi dan pasca produksi. Hasil dari Tugas Akhir ini berupa video promosi yang menampilkan dua (2) tempat wisata, yaitu Kampoeng Batik Kauman dan Sugihwaras Culinary Center. Video promosi tersebut berfokus pada sejarah, proses pembuatan batik, dan makanan khas Pekalongan.*

***Kata kunci:*** Video Promosi, Pariwisata, Pekalongan.

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# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Over the last two years, Covid-19 has been a challenge for the tourism industry. The Covid-19 pandemic has had a very significant impact on Indonesian tourism. The decline in the number of tourists, especially foreign tourists, was due to the implementation of social restrictions (PSBB and PPKM). The outbreak of Covid-19 has affected the tourism industry and tourists' behavior who have adapted to a post-pandemic "new normal". According to the Ministry of Tourism and Creative Economy, foreign tourist arrivals in Indonesia have increased significantly by 278.10% over the same period the previous year, with 1.5 million visits. This indicates that Indonesia's tourism industry is still growing (Kemenparekraf, 2023).

However, despite this significant growth, Indonesia as a whole has received little attention. There are still many tourists who only know about the island of Bali, so the Ministry of Tourism implements a variety of projects to revitalize Indonesian tourism. The Indonesian government is actively working on developing the Five Super Priority Destinations (DSP), also known as National Tourism Strategic Areas (KSPN), which include Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang (Wibowo & Hariadi, 2022). These five DSPs are part of "The 10 New Bali" program, which is expected to strengthen the tourism industry in Indonesia in the future. Unfortunately, cities outside of the Five DSPs receive less interest from tourists. Therefore, the government is trying to implement digital marketing.

Digital marketing plays a crucial role in the tourism industry, especially during the Covid-19 pandemic. Tourists use various digital marketing media to get information about tourist destinations, including Facebook, Twitter, Instagram, and other social media. Digital marketing applications that are used include websites, social media, online advertising, web forums, and mobile applications (Musliha & Adinugraha, 2022). Digital marketing is a successful strategy for promoting various places and the tourism potential of Indonesia through multiple

platforms. This indicates that digital marketing not only introduces, but also extensively shares the beauty of tourism, increasing the number of foreign tourists visiting Indonesia.

Internet users will increase globally by 4% in 2022 with 62.5% of the world's total population being active internet users (Datareportal, 2022). With this increase, digitalization is becoming increasingly important for business growth in the tourism sector (WTTC & Microsoft, 2022). In order to promote tourist attractions, some tourism destinations are increasingly using digital marketing methods (e.g., short promotional videos on YouTube) to ensure that potential future tourists will remember and visit the destination in the future (Ketter & Avraham, 2021). YouTube is a popular platform for digital marketing, and it can be used to promote various products and services. YouTube can be used as an optimal platform for digital marketing, especially in promoting tourism destinations. A study conducted in Turkey aimed to determine the role of digital marketing in tourist destinations and found that YouTube is one of the digital marketing media used by tourists to get information about tourist objects they want to visit (Musliha & Adinugraha, 2022).

The development of technology and information as well as the increase in internet users should be considered by stakeholders in promoting Pekalongan tourism. However, the current reality is that Pekalongan tourism stakeholders do not take advantage of advances in technology and information and the internet in carrying out promotions. In digital marketing, besides the internet, video content plays an important role in promotional media. Video is a medium for delivering messages that contain audio-visual elements. According to Arianto et.al (2022), video as an interactive medium is good in delivering messages because it has multiple effects, including cognitive, affective, and psychomotor. Cognitive, affective, and psychomotor effects arising from the audio and visual elements in the video will make the message transmitted easily to the viewers or audiences. Regarding this, video can be considered as a form of promotion that can provide benefits in increasing sales.

In its implementation, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf) has also made efforts to encourage the tourism industry in various ways, for example the Wonderful Indonesia promotional video. Unfortunately, this promotional video is still not evenly distributed. Several regions in Indonesia have not yet received this promotional video, including Pekalongan. Pekalongan is a city in Central Java Province, Indonesia. It is strategically located on the North Coastal Line or Pantura and is bordered by the Java Sea to the north, Pekalongan Regency to the south and west and Batang Regency to the east. Pekalongan City is known as the city of batik. This is due to Pekalongan's reputation as a producer of high-quality batik in Indonesia. This city joined the World Creative Cities Network in 2014, being the only city in Indonesia to be chosen by UNESCO for the Craft & Folk Arts category on December 1 (UNESCO, 2014).

Kampoeng Batik Kauman and Sugihwaras Culinary Center have the potential to become tourism destinations for Pekalongan. Unfortunately, both tourist attractions got less exposure to promote their potential. The stakeholder's promotion efforts are still unable to reach potential tourists outside of Pekalongan, because the promotional media used still has shortcomings to affect potential tourists. According to the stakeholder's YouTube channel, there is no video about Kampoeng Batik Kauman and Sugihwaras Culinary Center. Kampoeng Batik Kauman is a batik village located in Kauman Village, Pekalongan. It is located close to Pekalongan Town Square. Kampoeng Batik Kauman is believed to be the first village in Pekalongan City. This is supported by the many old buildings and old houses which are the residences of batik craftsmen.

For decades, the people of Kauman have been active in making batik and canting. The known batik products are batik Jlamprang and batik Encim. In 2007, Kauman Village was established as Kampoeng Batik Kauman. *Omah Kreatif* was inaugurated by Kampoeng Batik Kauman in 2018 as a forum for cultivating the creativity of batik craftsmen and traders in Kampoeng Batik Kauman, which is equipped with collaborative batik workshops and showrooms (Visit Jawa Tengah, 2022). This village not only sells *batik tulis* and *batik cap*, tourists will get

experience of the process of making batik and experience learning batik at Kampoeng Batik Kauman. Then there is the Sugihwaras Culinary Center. Sugihwaras Culinary Center, which is located in the former Senggol Market, Dr. Cipto Mangunkusumo Street, Pekalongan. This market has a wide range of culinary specialties, particularly Pekalongan specialties like *Sego Megono*, *Soto Tauto*, *Pindang Tetel*, *Kluban*, and others.

However, Pekalongan is yet to fully grow as a tourist destination because tourist visits still rely on specific events such as batik festivals. According to the Central Statistics Agency (BPS, 2022), the number of tourists visiting the Pekalongan Batik Museum has decreased over the last three years, particularly during the Covid-19 pandemic. Since 2019, the number of visitors to the Pekalongan Batik Museum has reduced to 9.28 thousand people. The number then dropped dramatically in 2020, to 8.33 thousand people, and then again in 2021, to 6.19 thousand people. This demonstrates that tourist visits to Pekalongan have not increased significantly and should be enhanced by improving existing tourism promotions by digital marketing.

From those problems, the writer wants to make a promotional video in order to increase the attraction of those tourist destinations. A promotional video is a sequence of media that includes images, sound, and is simple to express, making it an excellent choice for carrying out promotional tasks, such as creating a tourism marketing video. Tourism promotion videos can provide information about tourism attractions in Pekalongan in the form of music and images for all possible local and foreign tourists to enjoy. Promotional media in the form of videos can present realistic aspects or actual situations to the target audience. Furthermore, the writer planning to create a promotional video in two languages, with an Indonesian voice over and English subtitles. The use of two languages can reach wider audience, as well as to attract both local and foreign tourists. In creating a promotion video that the writer will utilize a Research and Development (R&D) method by Sugiyono (2013).

## **1.2 Statement of The Study**

Based on the limitation of the problem, the problems of this study are:

1. How is the process of making a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center?
2. How are the Stakeholder's feedbacks of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center?

## **1.3 Objective of The Study**

Considering the statement of the study above, the expected objective of this study can be formulated as follows:

1. The objective of the study is to create high quality promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center to promote Pekalongan tourism.
2. The objective of the study is to describe the Stakeholder's feedback of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center.

## **1.4 Significance of The Study**

The results of this study are intended to provide theoretically significance and practically significance meaning as follows:

### **1.4.1 Theoretical Significance**

This study is expected to be used as the references and give additional information on creating promotional videos to evaluate the method and materials used and prepared for creating amazing promotional video as an engaging promotional media.

### **1.4.2 Practical Significance**

Beside the theoretically significance, the writer hopes this study is able to give practical significance to the tourist, the Micro, Small and Medium Enterprises (MSME), and Pekalongan.

#### **1.4.2.1 The Tourist**

The results of this study is expected to help tourists gain more information about tourist destinations in Pekalongan especially Kampoeng Batik Kauman and Sugihwaras Culinary Center.

#### **1.4.2.2 The Micro, Small and Medium Enterprises (MSME)**

The results of this study it is hoped to promote tourist attraction and to increase local regional income and provide finances resources to build potential and current infrastructure.

#### **1.4.2.3 Pekalongan**

The results of this study can be used as promotional media to increase local and foreign tourists to visit Pekalongan. It is hoped that more people would become aware of tourism in Pekalongan especially Kampoeng Batik Kauman and Sugihwaras Culinary Center.

#### **1.5 Output of The Study**

The output of the study used in this study is promotional video as media to promote tourism in Pekalongan especially for Kampoeng Batik Kauman and Sugihwaras Culinary Center.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Previous Study**

The writer examined and carried out various literature studies on several topics linked to creating promotional videos for an area with the goal of increasing public interest in this tourist destination. In research conducted by Panegak, M., and Kusumandyoko, T. (2021) regarding “*Perancangan Video Promosi Batik Desa Sendangduwur Kabupaten Lamongan*”. This study discusses the design of a promotional video and supporting media for Sendangduwur Village Batik in Lamongan Regency. The study aims to increase the visibility and promote the development of the batik during the pandemic. Apart from that, the researcher designed supporting promotional media that could provide information and attraction about Sendangduwur Village Batik. The results of the study showed that the modified research and development method was effective in designing a promotional video and supporting media for Sendangduwur Village Batik.

According to Noviyanti et.al (2017) with research “*Perancangan Video Promosi Wisata Kuliner Kota Semarang dalam Program: Ayo Wisata ke Semarang*”. This study discussed the need for a new promotional video to effectively promote culinary tourism in Semarang, Indonesia. The research methodology used is qualitative, and the video production process includes pre production, production and post production stages. The video aims to attract young people and improve culinary tourism in Semarang. Based on the testing results, it was concluded that the design of the culinary tourism video promotion for Semarang City can provide an effective and attractive solution to the lack of effective promotional media for culinary tourism in Semarang. The video promotion with a duration of 2 minutes and 20 seconds was considered easily understandable and accessible to both the residents of Semarang and tourists.

Research by Stankov et.al (2019) with the title "The View from Above: the relevance of shared aerial drone videos for destination marketing". The aim of the study conducted was to examine the relevance of shared aerial drone videos for destination marketing. Stankov et al. (2019) found that shared aerial drone videos

have a positive impact on destination marketing. These videos provide a unique perspective and captivating visuals that can attract and engage potential tourists. By showcasing the beauty and unique features of a destination from an aerial viewpoint, drones can generate curiosity and interest among viewers.

Those of the previous studies discussed the creation of promotional video and utilizing drone to create video. However, this research discussed creating promotional video for Kampong Batik Kauman and Sugihwaras Culinary Center. The theories and steps from those previous studies were adapted in this research, starting from research methods used in Research and Development (R&D) to the theories for creating promotional video.

## **2.2 Digital Marketing**

Digital marketing, which is also known as online marketing, is the promotion of brands to connect with possible customers using the internet as well as other forms of digital communication. According to Joseph (2011), referring to internet-based electronic marketing, digital marketing is a circumstance in which marketers must master three things from consumers: the head, heart, and spirit. Inspiring marketing to develop products that, in addition to offering quality and service, also provide consumers with a better experience. Digital marketing is an internet-based media technology that supports marketing activities aimed at increasing consumer knowledge by adjusting their needs (Chaffey & Smith, 2017). Thomas and Thomas (2018), added digital marketing is a whole series of product or service marketing activities of a company that uses digital channels to reach its consumers.

According to the American Marketing Association (AMA) digital marketing are activities, institutions, and processes facilitated by digital technology in creating, communicating, and delivering value to consumers and other interested parties. (Kannan & Hongshuang, 2017). Digital marketing is used as one of the media that is often used by business actors because of the new ability of consumers to follow the flow of digitalization (Mohamad & Debby, 2018). Digital marketing has many advantages when compared to conventional marketing

strategies (offline marketing), including in terms of measuring the success of a strategy (Nursatyo & Dini, 2018). Digital marketing also makes it easier for businesses to monitor and meet all of their potential customers' needs and desires; on the other hand, potential customers may look for and obtain product information simply by exploring cyberspace, so minimizing the search process (Dedi et.al., 2018).

### **2.2.1 Soft Selling and Hard Selling in Digital Marketing**

Soft selling is a sales technique that involves building a relationship with the customer and focusing on their needs, rather than pushing a product or service on them (Cosmin & Oana, 2018). Soft selling can be implemented through various digital marketing channels, such as social media, website, blog site, and email (Pandora & Djajalaksana, 2022). The use of soft selling in digital marketing has been found to be effective in increasing leads and sales, as well as creating brand recognition, trust, and loyalty. Soft selling can also be used to optimize digital marketing efforts by conducting multichannel digital marketing through several platforms. In addition, soft selling can be used to provide information that helps the customer make an informed decision, as well as presenting the product or service as a solution to the customer's needs (Faizaty, 2021).

Hard selling is a sales technique that involves using aggressive or forceful tactics to persuade a potential customer to make a purchase. This approach can be effective in some situations, but it can also be off-putting to customers and damage the reputation of the salesperson or company (Dubinsky & Rudelius, 2013). Hard selling is a sales approach that emphasizes a direct and persuasive communication style, with the goal of encouraging a quick sale. Okazaki et.al (2010) defined hard-sell appeals as those that emphasize a sales orientation, specify the brand name and product recommendations, and may make explicit mention of competitive products. The product advantage in hard-sell appeals depends on superior performance or other relevant dimensions for consumers.

Okazaki et.al (2010) add operationalized hard sell as a direct approach that includes sales-oriented, verbal, and strong message arguments, often with

comparative content. They contrasted it with the soft-sell or image approach, which focuses on conveying general associations with the brand and does not emphasize reasons to buy. According to Okazaki et.al (2010), there are three dimensions proposed for measuring soft-sell and hard-sell advertising appeals are as follows:

1. Emotional emphasis: Soft-sell appeals focus on inducing an affective (feeling) reaction from the viewer by emphasizing human emotions. These appeals aim to create a connection with the consumer through emotional storytelling or beautiful scenes.
2. Indirectness: Soft-sell appeals are characterized by their subtlety and indirect approach. They may convey an image or atmosphere through metaphors that are not directly related to the product being advertised.
3. Sales orientation: Hard-sell appeals, on the other hand, aim to induce rational thinking on the part of the receiver. They have a more direct approach, emphasizing a sales orientation and often specifying the brand name and product recommendations. They may include explicit mention of factual information and comparisons with competing products.

### **2.2.2 Social Media in Digital Marketing**

Social media is an online medium in which users may easily engage, share, and produce information. The most common types of social media utilized by individuals around the world are blogs, social networks, forums, and virtual worlds. Another opinion says that social media is online media that supports social interaction and web-based social media technology that turns communication into interactive dialogue (Cahyono, 2016). Social media are Internet-based applications that are applied based on ideology and technology, applications that are created as interactive media for individuals and communities, as well as content exchange created by users (Kaplan & Haenlein, 2017).

According to Seo and Park (2018) Social media is a platform, media or online-based application program that allows interaction and content sharing between users. Social media has become an important part of digital marketing

strategies. Social media is used as a platform to promote products and brands in an attractive way (Adiyono et.al, 2021). Companies and individuals create interesting content to market their products on social media platforms such as Facebook, Instagram, Twitter, YouTube, and others.

Rater and Balkhaya (2023) added that social media in digital marketing can be used to increase brand awareness and recognition. Overall, social media has become an important tool for businesses to reach potential customers and increase sales through digital marketing strategies. Social media influences digital marketing by providing a platform for promoting products, influencing purchasing decisions, increasing brand awareness, and competing in the global market.

#### **2.2.2.1 YouTube**

YouTube is an online video sharing and social media platform that allows users to upload, share, and view videos. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim (Woog, 2009). In 2022, YouTube is one of the most popular websites in the world, with approximately 71.66 billion visits, with over 2.5 billion monthly active user (Statista, 2022). Users can upload videos on a wide range of topics, including music, gaming, education, entertainment, and more. YouTube also offers a variety of features to help users discover and interact with content, such as search, recommendations, comments, likes, and subscriptions. Additionally, YouTube has a monetization program that allows creators to earn money from their videos through advertising revenue, sponsorships, and merchandise sales.

YouTube displays videos with different aspect ratios based on the platform and video format. The YouTube video player automatically adapts to the size of each individual video (YouTube Help, 2022). The standard aspect ratio for YouTube on a computer is 16:9. If the video has a different aspect ratio, the player will automatically change to the ideal size to match the video and the viewer's device. For some video and device aspects ratios like 9:16 vertical videos on computer browsers, YouTube may add more padding for optimal viewing. YouTube offers various resolutions and aspect ratios. Unfortunately, in

2022 YouTube started removing support for playback at resolutions between 4K and 8K:

- 1) 240p (SD): 426x240
- 2) 360p (SD): 640x360
- 3) 480p (SD): 854x480
- 4) 720p (HD): 1280x720
- 5) 1080p (HD): 1920x1080
- 6) 1440p (2k): 2560x1440
- 7) 2160p (4K): 3840x2160

Copyright is an important issue on YouTube, and creators need to be aware of the rules and guidelines to avoid copyright claims and strikes. YouTube takes copyright very seriously and has implemented several measures to help protect the rights of copyright owners. For example, YouTube has a Content ID system that scans uploaded videos for copyrighted material and allows copyright owners to either block the video or monetize it through advertising revenue. Additionally, YouTube has a process for reporting copyright infringement, and it will take down infringing content if it receives a valid takedown notice from a copyright owner (YouTube, 2022).

YouTube can be an effective tool for organizations to reach their target audience and promote their products or services. YouTube also can be a powerful tool for promoting tourism. YouTube allows tourist boards and organizations to create promotional videos that showcase the attractions, culture, and experiences of a particular destination. These videos can help create a positive image of the destination in the minds of potential tourists (Jakopović, 2020). Moreover, it is important for tourism organizations to create high-quality and engaging content on YouTube to effectively promote their destinations. By leveraging the power of video, YouTube can be a valuable platform for attracting tourists and showcasing the unique offerings of a destination.

## **2.3 Video**

Audio-visual media is a type of media that utilizes sound elements and image elements that can be seen, for example videos, films, sound slides, and so on. In this case, the audiovisual media used is video (Sanjaya, 2010). The Film Law of the Republic of Indonesia No. 33 of 2009 adds that audio visual can be viewed as videos or films that are mass communication media based on cinematography technologies and can be shown (Kemenparekraf, 2009)

In this case, the audiovisual media used is video. Video is a sequence of moving images or frames that are displayed in rapid succession to create the illusion of motion. It is a visual medium that captures and presents dynamic scenes, allowing viewers to see and experience events, stories, or information in a visual format. Arsyad (2011) indicates that video is a mechanically projected composite of multiple frames using digital media.

### **2.3.1 Promotional Video**

Promotion is the action of introducing, alerting, and reminding consumers of the benefits of a product in order to persuade them to get the product being advertised. According to Saputra (2017), promotion is a way to influence consumers by communicating useful information about something. According to Degey (2016), promotional videos are videos that are used to promote something. A promotional video has the advantage of promoting something in more detail and for a longer duration than an advertising video because the process of taking footage for promotional videos must be done on a regular basis from the object you want to promote, so that the results of the promotional video are more detailed and include everything related to the object.

Tjiptono (2008) defines promotion as "all activities to convey or communicate a product to the market, by providing information about features, with the goal of changing attitudes or encouraging people to act". Promotional videos are a simple way for a lot of people to understand the profile or branding of a tourist attraction. It is easier to introduce areas that are not widely known by many people, such as

the tourist attractions of Kampong Batik Kauman and Sugihwaras Culinary Center, using a promotional video.

Video as a tourism promotion strategy is very effective and optimal for use in this current digital era. Video marketing is a strategy for distributing electronic messages in the form of videos containing audio and visual elements by using an internet connection through social networks (Arianto et.al, 2022). By using video promotion, the message that will be conveyed to potential customers will be faster and easier to absorb. In addition, the promotion delivered through video with the creativity and innovation contained in it will be easier to publish or share with others through social media.

In terms of tourism promotion, video is a format that can be used to promote tourist attractions and is the most influential in presenting brands and identities (Tiago et al., 2019). Aoki and Fujinomoto (2021) indicate the characteristics of a good tourism promotion video, as follows: 1) It must be interesting in terms of the country's attraction that is unknown to foreigners; 2) It must provide specific information regarding attractions and activities; 3) The video must make the viewer imagine doing tourism activities, using foreign tourists as the main characters; 4) It must promote local areas; and 5) There is interaction between foreign tourists and the locals.

A promotional video is a video or movie that is created to promote a product, service, or destination to potential customers or viewers. It is a tool used in marketing and advertising to showcase the Unique Selling Points (USP) of the subject being promoted (Cindy, 2020). Cindy (2020) added, that promotional videos typically include a call to action, such as encouraging viewers to visit a website, make a purchase, or take a specific action. Promotional videos are designed to capture the attention of the target market and generate interest in the product or service (Satoso et.al, 2021).

## **2.4 Video Making**

Video making or production is the process of producing video content for video. Video making refers to the process of creating a video, which involves

capturing visual images and sounds and editing them into a final product. The purpose of video making can vary widely, from educational videos to promotional videos. The process of making a video can involve several steps, including planning, scripting, filming, editing, and post-production. According to Rachman (2009), The process of making a video has several stages that must be carried out are pre production (planning), production (shooting) and post production (editing).

### **2.4.1 Pre Production**

The pre-production stage is the beginning stage in order to record all requirements for the next process, namely the production. This stage includes a variety of tasks such as creating video concepts, storyboards, scripts, and other materials. Furthermore, it prepares the requirement for instruments for production purposes so that there are no issues in the next process. According to Morissan (2015), the pre production stage is all activities starting from the discussion of the initial idea to the implementation of shooting.

#### **2.4.1.1 Idea**

The idea that inspired the creation of the video is one that comes as a result of understanding, awareness, or activity. Ideas can provide useful concepts that can serve as the foundation for generating videos. A plan, a viewpoint, or a method are all examples of ideas. The initial step of the pre-production process is the creation of ideas that will be realized in the form of a video (Teixeira, 2017). Agila and Arumugam (2018) added that an idea or idea must have originality and creativity. And one thing to keep in mind, that the ideas or concepts that are made, must be based on the requests and needs of stakeholders.

#### **2.4.1.2 Script**

Scripts are a result of written work that can be used as video making material (Effendy, 2014). According to Warsihna (2009), script is quite similar to storyboards. The distinction is that the arrangement of the visualization and audio is fixed, and the story is more detailed. The script is a presentation of ideas that

contain facts and is detailed in the arrangement of words, either in the form of narration or dialogue, details of the type of shot and layout information for television shows (Suprpto, 2013).

#### **2.4.1.3 Storyboard**

According to Effendy (2014), Storyboards are a collection of sketches that portray the action in the film and are equipped with timely dialogue or scene descriptions. The agreed-upon storyboard or storyline will be used as a reference and benchmark for achieving the production's objectives. A storyboard is a method of managing a shoot. A list of shots is created for each scene, which is then represented in the form of a sketch or storyboard if necessary (Asriyani et.al., 2016).

#### **2.4.2 Production**

The production stage is the stage of shooting in the actual or at a scheduled shooting location. When the location is set up in accordance with the storyboard, the talent involved can easily and orderly follow the storyboard's guidelines as needed. The production stage is a process that focuses on capturing images and audio from a video. According to Morissan (2015) The production stage includes all shooting activities, both inside and outside the studio. This is sometimes referred to as tapping. Following the wrap-up of the shooting action, it is required to re-examine. If there is an error, the shooting can be retaken.

##### **2.4.2.1 Shooting**

Shooting is an action executed by a videographer to capture images for the purpose of converting production plans into films, this activity is commonly called shooting day (Muslimin, 2018). Video shooting is a series of activities for taking moving pictures accompanied by sound simultaneously using a video camera which is carried out digitally or analogy. The shooting carried out in this process is determined after the storyboard or storyline has been made.

### **a. Camera Angle**

Camera angle is the point of view of the audience, the eyes of the audience will be represented by the camera's eyes. The placement of the camera's point of view will affect the audience's point of view (Muchlisin, 2012). In taking footage, Fachruddin (2012) divides the camera shooting technique into nine (9) techniques that are used by adjusting the size needed and the object being taken. Here are the techniques in taking camera shots:

- 1) Extreme Long Shot (ELS), is a camera shooting technique with an object that has dimensions that are broad, long and very, very far away. This technique is usually used in taking an object such as a wide view.
- 2) Very Long Shot (VLS), is a camera shooting technique with distant objects. This technique can be visualized like taking a footage of a city using a crane or jimmy jib.
- 3) Long Shot (LS), this technique is a camera shooting technique with the subject matter of the object being seen. If the object is a human, the image of the object is seen from head to toe. Long Shot gives the viewer the impression of the expanse of an object
- 4) Medium Long Shot (MLS), this technique has dense material, the camera shot from the knee to the top of the object's head. Medium Long Shot is used to enhance the beauty of an object.
- 5) Medium Shot (MS), is a camera shooting technique from the hips of human objects to the head. This technique can amplify the expressions and emotions of the human face, so this technique is often used in the composition of interviews and TV news anchors.
- 6) Middle Close Up (MCU), camera shooting technique from the human chest to the top of the head. This technique can strengthen the profile of the recorded object, but the background area is still visible.
- 7) Close Up (CU), is a camera shooting technique in which the object becomes the center of attention, so that other objects such as the background only appear slightly. If the object is human, this technique aims at the whole image

of the face. Close Up is the best technique in exploring a person's expressions and emotions.

- 8) Big Close Up (BCU), this technique is almost like the Close Up (CU) technique, and Big Close Up has sharper material. This technique can reveal a person's expression without intonation or narration.
- 9) Extreme Close Up (ECU), this technique is a camera shooting technique that is very close and only focuses on one object. Extreme Close Up (CU) can display an object in detail and sharp, so it can be used to amplify the object's emotions.

#### **2.4.2.2 Voice Over**

A voice over is an additional narration in the form of a human voice reading a story or narration connected to the video being created. In reality, voice over is frequently used with sound effects as narration. The first consideration in voice over is the selection of voice over talent or the voice of the individual who will be used in the voice over process. According to Putri and Gani (2022), voice over is filling in voice for audio or visuals behind the scenes such as advertisements, narrations, promotions, events, live events, company profiles and so on.

#### **2.4.3 Post Production**

Post production is the final stage of creating a video or film. Technically, the procedure includes of compiling files, composing, editing, visual effects, scoring, and so on. The production results are adjusted and combined files, as well as visual effects, to make the final output, which is ready to be presented to the larger audience. The post-production process is the final stage in producing a video. Activities in the post-production process consist of video and audio editing. According to Morissan (2015), post production are all activities after shooting until the material is declared complete and ready to be broadcast or played back. Activities included in post-production include: editing, providing illustrations, music, effects, and others.

### **2.4.3.1 Editing**

Editing is the process of organizing, reviewing, selecting, and compiling the images and sound of a production recording. Editing must produce a cohesive image display and a story that is full of meaning according to what has been planned beforehand, this stage takes to entertain, inform, inspire and others (Thompson & Bowen, 2009). They added that editing is one of the methods to perfect a film, which is done in the post production period of a film production.

### **2.4.3.2 Subtitling**

Subtitling is a type of translation that appears at the bottom of the screen in the form of text. The translation comes from the speaker's dialogue and all other verbal information displayed and written on the screen, which is then translated into the target language (Cintas, 2015). The use of subtitles in videos plays an important role in providing information to the public (Afriana et al., 2017). Subtitling can be very beneficial in involving and encouraging listeners to consume as much information as possible from a video (Talaván & Arancón, 2014).

Since it must appear in sync with the on-screen display, subtitling has some limitations. These limitations are called by Georgakopoulou (2009) as technical constraints. This limitation makes some experts determine the standardization of subtitling. Technical constraints in subtitling according to Georgakopoulou (2009) are as follows:

#### 1) Space

Subtitles consist of a maximum of two lines with the number of characters per line not exceeding 35 characters including font and punctuation.

#### 2) Time

The display time for two lines consisting of 14-16 is a maximum of 5.5 seconds, while one line consisting of 7-8 words is a maximum of 3.5 seconds.

#### 3) Presentation

Subtitles are placed about 20% of the entire screen and are located at the bottom of the screen.

Kuo (2014) adding some technical constraints that exist in subtitling are:

1) Time

- At one time, the subtitle consisted of a maximum of two lines.
- A maximum in one line of subtitles are 35-37 characters, including spaces and punctuation.
- Maximum display duration for two lines of subtitles is 5.5 seconds.

2) Space

- Subtitles are displayed at the bottom of the screen, in the middle position.
- Subtitles should appear at least 1/12 of the total screen height from the bottom, with a margin of at least 1/12 of the total screen width on both left and right sides.

3) Writing Style

- Subtitles are written in Times New Roman, Arial, and so on, where the font and symbols differ in size from each other.
- Subtitles are written in white color on a dark background.

In subtitling there are translating strategies are strategies that are used in making subtitles. Owji (2013), said that a translator uses a strategy when she/he encounters a problem while translating a text. Ghaemi and Benyamin (2010), proposed ten (10) translating strategies to make subtitles movie, there are:

- 1) Expansion, this is kind of strategy provides supplementary information in the translation due to the formal differences between two languages, in order to render the translation more comprehensible and acceptable in the target language.
- 2) Paraphrase, this is a strategy in which both of source text language and target text language are the same, yet it is a transformation of source text language message into target text language in order to provide an acceptable as well as target text language.
- 3) Transfer, this strategy is a faithful transmission of the whole form and message from source text into acceptable target text language.
- 4) Imitation, this is a strategy that keeps the original form of source text language and target text language.

- 5) Transcription, this strategy preserves the irregularities, typicality, and peculiarities of source text elements in the target text language.
- 6) Dislocation, facilitates the change of a particular source text message into acceptable target text language expression, so that the translation will produce the same effect on the target.
- 7) Condensation, this strategy reducing the source text message without reducing its meaningful content, however all of the original message content is not lost
- 8) Decimation, this strategy extensive reduction of message which is followed by reduction of its important expression and part
- 9) Deletion, this strategy consideration of an exclusion of part of the whole source text message, especially less important aspects, such as those having no verbal content, leaving the most important message to be expressed fully.
- 10) Resignation, this strategy zero translation as a result of the inability to translate the message at all.

## **2.5 Tourism and Culture in Pekalongan**

Pekalongan is a city in Central Java, Indonesia, located on the northern coast of the province. It covers a land area of 45.25 km<sup>2</sup> and is known for its batik. Pekalongan has also been a member of UNESCO's World's Creative Cities Network since December 2014. Pekalongan is the first Indonesian city and first Southeast Asian city listed as a member of UNESCO's World's Creative Cities Network for the Craft & Folk Arts category (UNESCO, 2014).

Pekalongan is strategically located on the North Coastal Line or Pantura and is bordered by the Java Sea to the north, Pekalongan Regency to the south and west and Batang Regency to the east. Pekalongan is divided into four districts: North Pekalongan, West Pekalongan, South Pekalongan, and East Pekalongan. Pekalongan is located on the north coast of Java, on the route that connects Jakarta, Semarang, and Surabaya. Pekalongan City is located 384 kilometers east of Jakarta and 101 kilometers west of Semarang. Besides being known for batik, Pekalongan has a variety of tourist attractions ranging from nature tourism to

cultural tourism. For example, the Pekalongan Batik Museum, Pasir Kencana Marine Tourism Park, Pekalongan Town Square and others. Pekalongan is also known for its traditional dishes, such as *Soto Tauto*, *Garang Asem*, and *Sego Megono*.

Pekalongan is known for its rich cultural heritage and natural beauty, which attracts tourists from all over the world. The city has a creative industry that has been able to promote its image, particularly through the batik industry, which has made Pekalongan a world creative city. This city is also known for its unique and delicious local cuisine. Pekalongan with all the charms of tourist attractions until now still has a lot of tourism potential that can still be developed to increase tourist visits. Based on data from the Central Statistics Agency (BPS), the number of tourists visiting the Pekalongan Batik Museum has decreased over the last three years, particularly during the Covid-19 pandemic. Since 2019, the number of visitors to the Pekalongan Batik Museum has reduced to 9.28 thousand people. The number then dropped dramatically in 2020, to 8.33 thousand people, and then again in 2021, to 6.19 thousand people (BPS, 2020).

The decrease in tourist numbers needs to be well identified and better promotion is needed. Unfortunately, The Indonesian government only focus on developing the Five Super Priority Destinations (DSP). The Five Super Priority Destinations DSP also known as National Tourism Strategic Areas (KSPN), which include Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang. Even though Pekalongan is a small town, it has significant tourism potential, such as Kampoeng Batik Kauman and Sugihwaras Culinary Center.

### **2.5.1 Kampoeng Batik Kauman**

Kampoeng Batik Kauman is a batik village located in Kauman Village, Pekalongan. Kampoeng Batik Kauman is a cultural and shopping destination located in Pekalongan, Central Java. It is a village that has been involved in the world of batik for tens of years, specially making batik and canting (Visit Jawa Tengah, 2022). The location is very strategic, in downtown Pekalongan. Kampung Batik Kauman is known as the center for batik artisans in Pekalongan. It is also

the eldest village in the Pekalongan area. The batik that is developing in this area is Jlamprang batik, a blend of Arabic and Indian, and Encim batik. The village has many ancient buildings that are also the main attraction, and strolling around Kampoeng Batik Kauman Pekalongan is like going through a time tunnel.

In 2007, Kauman Village was established as Kampoeng Batik Kauman. The following year, *Omah Kreatif* was inaugurated by Kampoeng Batik Kauman in 2018 as a forum for cultivating the creativity of batik craftsmen and traders in Kampoeng Batik Kauman, which is equipped with collaborative batik workshops and showrooms (Visit Jawa Tengah, 2022). The village is not only sells *batik tulis* and *batik cap*, tourists will get experience to learn how to make batik at Kampoeng Batik Kauman.

As a Creative City of Crafts and Folk Arts, Pekalongan is committed to safeguarding and further developing Batik culture and the surrounding Batik craft villages (UNESCO, 2014). The Batik Museum and nearby student workshops are an important art center and have been recognized as a Best Safeguarding Practice of Intangible Heritage.

### **2.5.2 Sugihwaras Culinary Center**

The Pekalongan City Government through the Department of Trade, Cooperatives and Small and Medium Enterprises (Dindagkop-UKM) inaugurated the Sugihwaras Culinary Center formerly known as Senggol Market which is located next to the Khas Hotel Pekalongan, Jl. DR. Cipto Mangunkusumo, Pekalongan City (Pemkot Pekalongan, 2022). Sugihwaras Culinary Center has a wide range of signature dishes, such as *Sego Megono*, *Soto Tauto*, *Pindang Tetel*, *Kluban*, and many more. According to the Pekalongan government, Sugihwaras Culinary Center will become a fashion and culinary center, with 210 fashion stalls and 52 culinary delights. This culinary center will be accepting digital payments via QRIS to make it easy for customers who come from both inside and outside of Pekalongan. QRIS is a payment standardization from Bank Indonesia that uses the QR Code approach to make transactions easier, faster, and more secure.

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Design**

This study was conducted with the objective to create a promotional video for the tourist attractions Kampoeng Batik Kauman and Sugihwaras Culinary Center as promotional media to promote tourism in Pekalongan. To gain the purpose, it is needed a research approach that highlights a process to create promotional video. Therefore, in designing the model the writer uses the Research and Development (R&D) approach by Sugiyono (2013). According to Sugiyono (2013), educational Research and Development (R&D) is a process used to develop and validate educational products. With this understanding, a cycle order of research stages is carried out, with each stage always referring to the outcomes of previous stages until a new product is created.

This study produced digital media in the form of promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center in order to increase the interest of local and foreign tourists to tourism in Pekalongan. The final product will go through several research and refining techniques to ensure that it is effective and appropriate for usage in the learning process.

#### **3.2 Research and Development Model**

Sugiyono (2013) propose a sequence of stages or steps that must be done in this technique: 1) Research and information collecting, 2) Planning, 3) Develop Preliminary Form of Product, 4) Preliminary Field Testing, 5) Main Product Revision, 6) Main Field Testing, 7) Operational Product Revision, 8) Operational Field Testing, 9) Final Product Revision, and 10) Dissemination and Implementation. The 10 stages in research and development can be seen in the following chart:

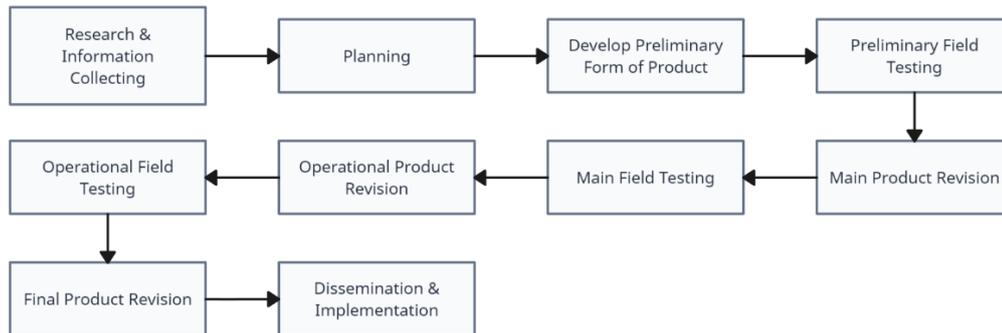


Figure 3. 1 R&D Methods (Sugiyono, 2013)

The steps of research and development implementation are as follows:

1) Research and information collecting

The steps needed at this stage are literature review and field study to formulate a research framework, as follows:

- a) A literature review is conducted to gather information on research findings relating to the material and process of creating the promotional video that will be created.
- b) A field study was conducted to gather information about the need for creating promotional videos, as well as to look for similar promotional videos that have already been created.

2) Planning

This step includes developing problem-related skills and experience, identifying the objectives to be achieved at each stage, and conducting a brief possibility evaluation if possible or necessary.

3) Develop Preliminary Form of Product

At this stage, the focus is on creating the first form of the object to be created. This stage relates to the post-production step of the production process.

4) Preliminary Field Testing

Following the creation of the basic product form, the next step is validation by professionals. The process of examining a product by an

appropriate expert in their industry is known as validation. The purpose of this method is to determine the possibility of promotional video products.

5) Main Product Revision

Based on the results of the initial trial, make improvements to the initial product created at this stage. According to the outcomes of the initial trial, this improvement will most likely be repeated several times, resulting in a draft product that is ready for further trials. This stage aims to get a good and appropriate product before conducting field trials.

6) Main Field Testing

The purpose of the main field test in the Research and Development (R&D) cycle is to determine whether the product under development meets its performance objectives.

7) Operational Product Revision

Specifically, improvements to the wider trial results, so that the product being developed is a promotional video that is ready to be validated.

8) Operational Field Testing

This step is a validation test step for the product that has been produced.

9) Final Product Revision

This stage is to make final improvements to the promotional video products developed to produce the final product.

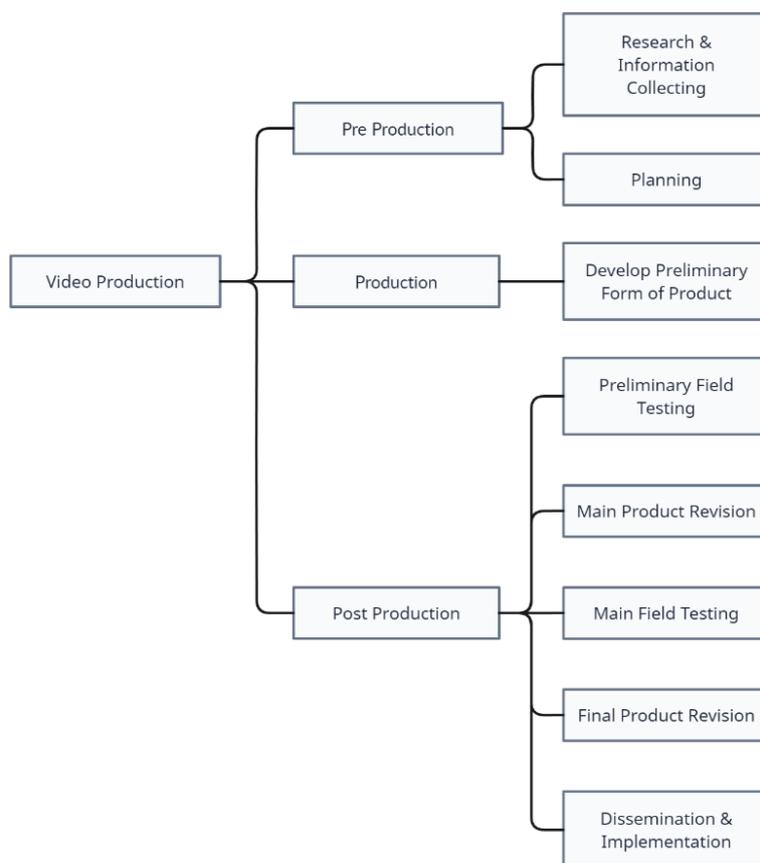
10) Dissemination and Implementation

The final step is to disseminate the promotional video product that was created.

The Research and Development (R&D) stages proposed by Sugiyono (2013) above are consist of ten (10) stages. The writer modifies the stages that must be taken in this method, and the writer modifies the product trial part because the product will be posted digitally via the YouTube platform. Several aspects of the product modification were altered by modifying the product trial. Whereas the operational product revision and operational field testing phases will be eliminated in order to reduce research time. Furthermore, in this study, the writer divided Sugiyono (2013) Research and Development (R&D) adjustments into

three stages, namely the Pre Production, which includes: 1) Research and Information collecting; 2) Planning. The Production, include: 3) Develop Preliminary Form of Product. And the Post Production, include: 4) Preliminary Field Testing, 5) Main Product Revision, 6) Main Field Testing, 7) Final Product Revision, and 8) Dissemination and Implementation.

The division into three stages is merely to assist the research process and has no effect on the true significance of each stage. The following chart shows the stages that have been adapted:



*Figure 3. 2 R&D Methods Adapted by The Writer*

### **3.3 Procedure of The Research and Development (R&D) Method**

The succeeding paragraphs provided a detailed outline of the various stages involved in Research and Development (R&D) was performed.

### **3.3.1 Pre Production**

The pre production stage was executed to create a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. This is a critical stage in the production process. The pre-production or planning stage refers to the things done by the writer prior to the execution of shooting in making a promotional video.

#### **3.3.1.1 Research and Information Collecting**

The first steps of Research and Development (R&D) are research and information collecting. To analyze the writer's needs utilizing a variety of research instruments to collect research and information, such as observation, interviews, and literature review. The writers conducted a study of the literature review of prior research in the first stage to collect supporting material for creating promotional videos. Furthermore, the writer conducted direct observations and surveys of Pekalongan tourist attractions to determine the conditions and challenges that exist at tourist attractions in Pekalongan.

In the third step, the writer conducted interviews with the stakeholder of Department of Youth Sport and Tourism Pekalongan. This is done to figure out the government's perspective and urgency regarding Pekalongan tourist attractions that require promotion through digital media as a means of promoting Pekalongan tourist attractions. This interview was held with the Head of the Pekalongan Department of Youth Sport and Tourism. In the last stage, the writer processes and collects all data in the form of documentation, such as photographs and recordings. This will be used as reference material for promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center.

#### **3.3.1.2 Planning**

The planning stage involves tasks related to preparing the video concept and video storyline based on the findings of the research and information collecting stage. At this stage, the writer contributes to the creation of video ideas

or concepts, scripts, storyboards, equipment preparation, talent, and voice over selection.

#### **a. Idea**

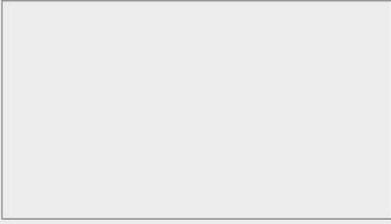
The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center will include information about those tourist attractions that are being considered based on needs and field conditions. According to the facts and needs indicated in this study, video may provide visuals and information about Kampoeng Batik Kauman and Sugihwaras Culinary Center. As a result, the writer created a video concept titled "A Day in Pekalongan" in which a tourist spends one day exploring Pekalongan's tourist attractions, specifically Kampoeng Batik Kauman and Sugihwaras Culinary Center.

This concept video was created to inform tourists that they can do a variety of activities at Kampoeng Batik Kauman and Sugihwaras Culinary Center in one day. In addition, this promotional video gives information about transportation to tourist locations as well as expenses incurred when visiting these tourist attractions. The writer planning to create a promotional video in two languages, with an Indonesian voice over and English subtitles. The use of two languages can reach wider audience, as well as to attract both local and foreign tourists. The duration of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center is approximately 7-15 minutes, this is done so that audiences can gain all of the information provided without feeling bored and can watch the full video from beginning to end.

#### **b. Script and Storyboard**

At this stage, the writer begins writing a draft script based on the selected video concept. The writer modifies the script to the information collected, and the written script is reviewed by an expert, usually the lecturer or supervisor. This is useful for evaluating the script's suitability with the video concept, as well as information about the tourist attractions of Kampoeng Batik Kauman and Sugihwaras Culinary Center.

After finishing the script, the writer creates a draft storyboard that will be used as a reference in the visual presentation of the story to describe the narrative story. A storyboard is a shot-by-shot visualization of a scene. The storyboard was created as a guide for creating a promotional movie for Kampoeng Batik Kauman and Sugihwaras Culinary Center as illustrated in Figure 3.3.

Timestamp:	Scene: Sequence:	Set Plan:	Set Place:
			
<b>SCRIPT</b>			

*Figure 3. 3 Example of Storyboard*

### **c. Equipment Preparation**

Equipment preparation starts by gathering information about the equipment to be used. This preparation is done through direct inspection to ensure that problems do not occur during the production process. The preparation of the equipment's to be used are:

- 1) Memory card
- 2) Camera DSLR
- 3) Drone
- 4) Camera stabilizer
- 5) Directional microphones
- 6) Audio recorders
- 7) Computer or laptop

### **3.3.2 Production**

The production stage, often known as “Shooting Day”, is a stage that focuses on the shooting process as well as audio in video production. The shooting that carried out at the production stage is determined by the writer's script and storyboard.

#### **3.3.2.1 Develop Preliminary Form of Product**

At this stage, the writer begins to develop the initial product according to the preparation and planning done in the previous stage.

##### **a. Shooting**

Video shooting is an activity executed by the writer, as well as the director and cameraman, to take footage for the purpose of converting the production setting into a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. At this stage, the writer instructs the videographer on how to take video from various angles. The following shooting angles will be shot by the writer are:

- 1) Extreme Long Shot (ELS)
- 2) Very Long Shot (VLS)
- 3) Long Shot (LS)
- 4) Medium Long Shot (MLS)
- 5) Medium Shot (MS)
- 6) Middle Close Up (MCU)
- 7) Close Up (CU)
- 8) Big Close Up (BCU)
- 9) Extreme Close Up (ECU)

### **3.3.3 Post Production**

The post production is the final stage of the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video production. This is also the stage

where the promotional video is validated and evaluated before it is ready to be published.

### **3.3.3.1 Preliminary Field Testing**

In the initial trial stage of this research product, validation was performed to test the validity of the product that had been developed. Validation was performed throughout the initial trial phase of this research product to test the validity of the product that had been developed. According to Sugiyono (2013), the product validation process can be accomplished by presenting various experienced experts or specialists to analyze the new product that has been designed. Expert validation is required to ensure that the results of products created are feasible or not to use as promotional media. In this study, expert validation was carried out by two experts who evaluated the following two aspects:

a) Material Expert

Material validation aims to evaluate the feasibility of the content of the video, including its relation to information about the tourist attractions of Kampoeng Batik Kauman and Sugihwaras Culinary Center

b) Media Expert

The objective of media expert validation is to determine whether learning media fulfills the promotional video criteria and is suitable for use as a promotional media for Pekalongan, particularly Kampoeng Batik Kauman and Sugihwaras Culinary Center.

This initial product trial was carried out in order for experts to provide assessments, suggestions, and criticism on the suitability of media and material of promotional video Kampoeng Batik Kauman and Sugihwaras Culinary Center. At this stage, the writer uses an instrument for study in the form of a questionnaire. The research instrument is a tool for measuring natural and social phenomena (Sugiyono, 2013). The instrument is a tool that writers use to collect research data through measurement. The questionnaire provided to media and material experts was then evaluated by filling out a validation questionnaire with statement items

scored on a Likert scale. When the writer intends to show more clearly the differences in the opinions of the respondents, the Likert scale is used (Eko Putro, 2013).

Alternative answers to the questionnaire given to material experts, media experts, and tourist, include: the answer Strongly Agree (4) means that the promotional video is very good. Answer Agree (3) means that the promotional video is good. If the answer Disagree (2) means that the promotional video is poor. While the answer Strongly Disagree (1) is if the promotional video is very poor. The use of a four (4) point Likert scale is because it can capture more accurate research data because the answer categories chosen by respondents do not have any doubts answer (Hertanto, 2017).

Table 3. 1 Score Scale

<b>Statement</b>	
<b>Categories</b>	<b>Score</b>
Strongly Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strongly Disagree (SD)	1

In filling out the questionnaire, respondents gave a tick (✓) in the answer column provided in the column for the most relevant answer according to each material experts. Each answer has a score which can be seen in the table above. There are nine (9) assessments (7 in the form of multiple-choice questions and 2 in the form of description questions), with four rating scales, Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD) to help validators carry out assessments. In addition, the writer making each statement on the questionnaire based on previous studies by Fadhillah, M. R., et.al (2017) and Agustin, H., et.al (2021). The questionnaire for material expert to assess promotional video of Kampung Batik Kauman and Sugihwaras Culinary Center in terms of material expert can be seen in table 3.2.

Table 3. 2 Validation Form

No	The Questions	Remarks			
		SD	D	A	SA
1	<i>Apakah tampilan video menarik?</i> Is the video visually appealing?				
2	<i>Apakah penggunaan audio voice over dapat di mengerti dengan jelas?</i> Can you clearly understand the use of audio voice over?				
3	<i>Apakah font untuk penulisan subtitle sudah tepat?</i> Is the font used to write the subtitle correct?				
4	<i>Apakah ukuran size pada subtitle sudah tepat?</i> Are the subtitle sizes correct?				
5	<i>Apakah opening video sudah menarik?</i> Is the opening video interesting?				
6	<i>Apakah isi konten dalam video secara keseluruhan sudah menarik?</i> Is the overall content of the video interesting?				
7	<i>Apakah penggunaan filter warna video apakah sudah tepat?</i> Is the use of video color grading appropriate?				

### 3.3.3.2 Main Product Revision

Initial product revisions are carried out if there are still shortcomings or issues in terms of media and material feasibility. This is done to identify the shortcomings and issues of the promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center so that the writer can improve them and make them suitable for use as promotional media.

### **3.3.3.3 Main Field Testing**

In this study, field trials were conducted following the previous validation and revision stages. A field trial was done in this study to evaluate the feasibility of the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional videos by audiences who are likely to visit those tourist attractions. Several actions are included in the field trial stage, including:

- 1) Observing audiences who have the potential to visit Kampoeng Batik Kauman and Sugihwaras Culinary Center.
- 2) Audiences who have the potential to visit Kampoeng Batik Kauman and Sugihwaras Culinary Center give an assessment using an instrument called a questionnaire.
- 3) The writer conducts data analysis on the research data collected.
- 4) If there is a product revision based on data analysis, the writer will make improvements.

Field trials were conducted utilizing a questionnaire on audiences who had the chance to visit Kampoeng Batik Kauman and Sugihwaras Culinary Center to acquire product suitability data and to measure audience response to the promotional video created in this study. At this stage, the writer utilizes a research instrument in the form of a questionnaire that is assessed using a Likert scale by Eko Putro (2013). The use of a four (4) point Likert scale is because it can capture more accurate research data because the answer categories chosen by respondents do not have any doubts answer (Hertanto, 2017). The questionnaire for media expert and tourist to assess promotional video of Kampung Batik Kauman and Sugihwaras Culinary Center can be seen in table 3.4.

From the table 3.1, the writer will then carry out an analysis to find out the average results of product evaluation which can be used to determine the feasibility of a promotional video product. The average score for making a tourism promotion video for Kampoeng Batik Kauman and Sugihwaras Culinary Center is obtained by using the following formula:

$$\bar{x} = \frac{\sum x}{n}$$

Discussion:

$\bar{x}$  : Mean

$n$  : Number of respondents

$\sum x$  : Total score of each statement

The writer will convert the results of the feasibility evaluation of the promotional video product to make it easier for the writer to reach conclusions about the quality of the product being created. The assessment results are divided into four scales: 4 for Strongly Agree (SA) with a mean of 3.25 – 4.0, 3 for Agree (A) with a mean of 2.50 – 3.25, 2 for Disagree (D) with a mean of 1.75 – 2.50, and 1 for Strongly Disagree (SD) with a mean of 1.0 – 1.75. The interval mean score for making a tourism promotion video for Kampoeng Batik Kauman and Sugihwaras Culinary Center is obtained by using the following formula:

$$c^1 = \frac{range}{n}$$

$$c^1 = \frac{4-1}{4} = \frac{3}{4} = 0.75$$

Discussion:

$c^1$  : Class Interval

*range* : Deviation of upper class and lower class

$n$  : Number of classes

Table 3. 3 Interval Mean Score

Score	Mean	Categories
4	3.25 – 4.0	Strongly Agree (SA)
3	2.50 – 3.25	Agree (A)
2	1.75 – 2.50	Disagree (D)
1	1.0 – 1.75	Strongly Disagree (SD)

In filling out the questionnaire, respondents gave a tick (✓) in the answer column provided in the column for the most relevant answer according to each media experts and tourists. Each answer has a score which can be seen in the table 3.1. This questionnaire contains 13 statements (12 of which are multiple-choice and one of which is a description). This is a more comprehensive question than the one on video product validation. These statements address content, visual & audio, and linguistics, with four rating scales, Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD) to help validators carry out assessments. In addition, the writer making each statement on the questionnaire based on previous studies by Fadhillah, M. R., et.al (2017) and Agustin, H., et.al (2021). The questionnaire for media expert and tourist to assess promotional video of Kampung Batik Kauman and Sugihwaras Culinary Center can be seen in table 3.4.

Table 3. 4 Questionnaire Form

No	The Questions	Remarks			
		DS	S	A	SA
<b>A. Content</b>					
	<i>Konten dalam video sesuai dengan objek wisata.</i>				
1	The content in the video fits with the tourist objects.				
	<i>Video promosi memiliki informasi yang lengkap.</i>				
2	The promotional video provides complete information.				
	<i>Penyajian konten dalam video sudah kreatif dan menarik.</i>				
3	The presentation of content in the video is creative and interesting.				
	<i>Saya tertarik dengan objek wisata yang ditampilkan pada Video Promosi.</i>				
4	I am interested in the tourist objects featured in the Promotional Video.				

---

**B. Visual & Audio**

---

*Video promosi disajikan dengan jelas dan menarik.*

- 5 The promotional video is presented clearly and attractively.

---

*Video promosi memiliki visualisasi yang menarik perhatian.*

- 6 The visualization of the promotional video is eye-catching

---

*Rekaman video sudah sesuai dengan konten.*

- 7 *Video footages are suitable with content.*

---

*Rekaman suara sudah jelas sesuai dengan konten.*

- 8 Voice over is suitable with content.

---

*Sulih teks sudah jelas sesuai dengan konten.*

- 9 Subtitles are in line with content.

---

**C. Linguistic**

---

*Kata-kata yang digunakan dalam video sudah proporsional dan mudah dibaca.*

- 10 The use of words in the video are well-proportioned and readable.

---

*Kalimat yang disusun dalam video tidak ada kesalahan dalam penulisan.*

- 11 The sentences in the video are compiled without writing errors.

---

*Kata-kata yang digunakan dalam video dapat*

- 12 *dimengerti dengan mudah.*  
The words used in video are easily understood.
- 

### 3.3.3.4 Final Product Revision

After the data was analyzed, the promotional video draft was revised based on the feedback and suggestions from the lecturers or supervisor, the stakeholders,

and product trials to local and foreign tourist. As a result, the video proceeded to the final design stage and was presented to public for publication.

### 3.3.3.5 Dissemination and Implementation

Promotional video “A Day in Pekalongan” were published to the public, particularly in social media, such as the writer’s YouTube Channel or the stakeholder’s YouTube Channel.

## 3.4 Research Place and Time

### 3.4.1 Research Place

The research proposal was written between April and May of 2023. The study involved creating a promotional video entitled "A Day in Pekalongan". Interviews and observations were carried out according to the fact’s tourism in Pekalongan to collect data information. Afterwards, a promotional video was created as a media to promote tourism in Pekalongan specifically Kampoeng Batik Kauman and Sugihwaras Culinary Center.

On August, shooting was carried out in various location in Pekalongan including: Batik Museum, Pekalongan Town Square, KM 0 Pekalongan, Kampoeng Batik Kauman, Batik Griya Mas, Griya Batik Mas Workshop, Sego Megono H. Masduki, and Sugihwaras Culinary Center.

### 3.4.2 Research Time

This research was conducted for seven months, from April to October 2023 with the following details:

Table 3. 4 Schedule of Time

No	Activities	Period
1	Title Consultation	April
2	Proposal Preparation	April – May
3	Research and Development (R&D)	June – September
4	Thesis	August – October

The details of the Research and Development (R&D) process carried out by the writer are as follows:

Table 3. 5 Schedule of Activities

<b>Activities</b>	<b>Description</b>	<b>Period</b>
Pre Production	a. Creating video idea	17 July 2023 – 24 July 2023
	b. Creating video script	
	c. Creating video storyboard	
Production	a. Video shooting	27 July 2023 – 10 August 2023
	b. Voice over	
Post Production	a. Video Editing	14 August 2023 – 13 October 2023
	b. Video Subtitling	
Product feasibility test		13 October 2023 – 18 October 2023

### 3.5 Research Cost and Planning

#### 3.5.1 Research Budget Cost

The calculation of Research and Development (R&D) costs is performed in order to determine the amount of cost needed to develop new products.

Table 3. 6 Budget Cost

<b>Process Needs</b>	<b>Description</b>	<b>Cost</b>
Pre Production	Create Script & Storyboard	0.00, - Rupiah
	Hire Videographer	2,000,000.00, - Rupiah
	Accommodation	0.00, - Rupiah
Production	Transport	75,000.00, - Rupiah
	Food	158,000.00, - Rupiah
	Additional Fee	46,000.00, - Rupiah
Post Production	Editing	0.00, - Rupiah
	Subtitle	0.00, - Rupiah
<b>Total</b>		<b>2,279,000.00,00 - Rupiah</b>

### 3.5.2 Research Planning

At this stage, the writer begins to plan the research product that will be created. Following data collection and analysis, the writer is involved in the process of designing a promotional video, as shown in the table below.

Table 3. 7 Video Concept Planning

No	Video Elements	Description
1	Title	A Day in Pekalongan
2	Duration	15:25
3	Aspect Ratio	16:9
4	Resolution	360 - 1080

#### 3.5.2.1 Task Division

In this study, the Research and Development (R&D) methods of creating promotional video of Kampoeng Batik Kauman and Sugihwaras Culinary Center as potential tourism in Pekalongan was conducted by two writers. Yulia Febrianti as the first writer and Wildania Gadis Maulida as the second writer. Furthermore, the two writers hired a filmmaker to assist them with the process of creating promotional videos. The two writers divided the tasks in creating the promotional movie for Kampoeng Batik Kauman and Sugihwaras Culinary Center in order to ensure that the process ran smoothly and quickly. The two writers shared tasks according to the video production steps.

Yulia Febrianti as the first writer contributed to making promotional videos starting from the pre production stage to production stage. In the pre production stage, writers contribute in determining ideas, creating scripts and storyboards. In the production stage, the writers direct the videographer in taking footage videos. Meanwhile, Wildania Gadis Maulida as the second writer contributed to the post production stage. At this stage, the second writer carried out the video editing process, voice over, and subtitling. The second writer also contributed as main talent and voice actor for the narration of the promotional

video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. Each of the writers has divided tasks which are described in the table below:

Table 3. 8 Task Division

<b>The Writer Name</b>	<b>Jobs</b>	<b>Task Division</b>	<b>Description</b>
Yulia Febrianti	1. Director 2. Scriptwriter	Pre Production	1. Idea 2. Script 3. Storyboard
		Production	1. Camera Director
Wildania Gadis Maulida	1. Editor 2. Voice Actor 3. Subtitlter	Post Production	1. Editing 2. Voice Over 3. Subtitling

## **CHAPTER IV**

### **RESULTS AND DISCUSSION**

#### **4.1 Results**

The design of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center in this study used the Research and Development (R&D) method by Sugiyono (2013). With this method, it is expected that accurate and maximum results in making Pekalongan tourism promotional videos that are interesting and informative for local and foreign tourists. The findings were analyzed to find out how the author explained and made a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center entitled "A Day in Pekalongan" which implemented data analysis through observation, interviews, questionnaires, and documentation. In this chapter, the writer explains the process of making videos as promotional media using the Research and Development (R&D) method and the obstacles encountered during the manufacturing process. The Research and Development (R&D) method by Sugiyono (2013) was modified and adapted to the needs of the writer without reducing the meaning. The modification method is explained as follows.

##### **4.1.1 Pre Production**

The initial stage of making a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center was carried out with the pre production stage. This stage is an important stage in a production process. The pre-production or planning stage is the stage that refers to the things that are done by the writer before the execution of shooting in making a promotion. At this stage the authors identify the problem with observation and interviews. Apart from that, the writer started planning the idea, making scripts and storyboards.

##### **4.1.1.1 Research and Information Collecting**

Research and Information Collecting in this study was carried out through several activities, namely reviewing literature reviews, observations and interviews. Reviewing literature review aims so that the promotional videos

developed do not deviate from the objectives of promoting tourist attractions. Apart from that, reviewing the theory helps the writer to find references for making promotional videos. Observations and interviews were conducted by the author to find out the problems and needs that exist in Pekalongan, especially Kampoeng Batik Kauman and Sugihwaras Culinary Center.

Observations were made directly by visiting various tourist attractions in Pekalongan. While the interview was conducted with the Head of the Pekalongan Department of Youth Sport and Tourism which was held around April 2023. The results of observations and interviews conducted by researchers are as follows:

#### 1) Observation

The results of observations show that the real scenario is the condition of tourist attractions in Pekalongan. Many tourist attractions in Pekalongan do not currently have enough promotional media. Aside from that, the writer realizes that the government is only concerned with renewing and promoting popular Pekalongan tourist attractions. As a result, some tourist attractions are less visited and less well-maintained.



Figure 4. 1 Observations at Kampoeng Batik Kauman



Figure 4. 2 Observations at Sugihwaras Culinary Center

## 2) Interview

According to the findings of interviews with the Head of the Pekalongan Department of Youth Sport and Tourism, there are several tourist attractions in Pekalongan that do not yet have promotional media, such as Kampoeng Batik Kauman and Sugihwaras Culinary Center. *“Video promosi terkait Kampoeng Batik Kauman belum ada mba, yang ada cuma video promosi Museum Batik. Mba kalo mau bikin video promosi saya rekomendasi untuk bikin video tentang Kampoeng Batik Kauman sama Pasar Sugihwaras, pasar baru dibuka tahun lalu jadi belum banyak orang tahu”* said Mr. Retno Purnomo as Head of Division on the Pekalongan Department of Youth Sport and Tourism. He also added that currently they are more focused on promoting the Batik Museum and Pasir Kencana Beach which are currently being revitalized. The budget is another obstacle because the government only focuses on promoting well-known tourism. Based on the results of the interviews, it can be concluded that the government's awareness and attention in promoting things in Pekalongan is not evenly distributed and not optimal, so it is necessary to develop promotional media in the form of promotional videos at Pekalongan tourist attractions, especially Kampoeng Batik Kauman and Sugihwaras Culinary Center.

#### 4.1.1.2 Planning

At this planning stage, the writer starts looking for ideas, creates video concepts, scripts, storyboards, prepares equipment to be used, determines talent and voice over.

##### a. Idea

Making the concept of the video begins with identifying existing problems and needs. Based on the previous stages, the writer realizes that the Kampoeng Batik Kauman and Sugihwaras Culinary Center tourist attractions do not yet have proper promotional media and limited information. Therefore, the writer made a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the theme "A Day in Pekalongan". This video will later provide various visualizations and information related to Kampoeng Batik Kauman and Sugihwaras Culinary Center. Starting from transportation that can be used, distance and travel time, activities that can be done, and food recommendations that must be tried. The writer decided to create a promotional video in two languages, with an Indonesian voice over and English subtitles. The writer believed the use of two languages can reach wider audience, as well as to attract both local and foreign tourists. This promotional video is 7 to 15 minutes long, so that the audience who watches will not feel bored and will see the entire video from start to finish. The following is a video concept that can be seen in the table.

Table 4. 1 Video Details

No	Video Elements	Description
1	Title	A Day in Pekalongan
2	Duration	15:25
3	Aspect ratio	16:9
4	Resolution	360 - 1080
5	Format video	Mp4
6	Subtitle font and size	Myriad Pro Regular, 48

## b. Script and Storyboard

At this stage the writer begins to make a script based on the information that has been collected regarding Kampoeng Batik Kauman and Sugihwaras Culinary Center. The writer makes a draft of the script, the draft of the script is still in a written language style so that its use is stiff and not suitable to be used as a script for a promotional video. The writing language style is changed by the writer with an oral language style which is more flexible and easily accepted by the general public. The writer also modifies some Indonesian words or sentences into regional languages. This is done to make the video script interesting and seem familiar to the audience. In table 4.2 shows the video script after and before being modified by the writer. The complete script of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center can be seen in the appendix 2 page 86.

Table 4. 2 Video Script

Shot	Initial Script	Improved Script
Opening	<p><i>Hai guys, Sugeng Sugeng Siang bolo-bolo. Hari ini, aku akan mengajak kalian berkeliling kota Pekalongan, mungkin beberapa ada yang sudah tahu dan ada yang belum? Kota Pekalongan ini merupakan kota kecil pesisir yang berada di Jawa Tengah, kota kecil ini biasa sering disebut dengan Kota Batik di Indonesia dan di dunia. Tahukah kalian? Kain yang dilukis dengan alat kuas</i></p>	<p><i>Sugeng Siang bolo-bolo (Bolo-bolo merupakan sebutan teman dalam bahasa jawa)//Hari ini, aku akan mengajak kamu berkeliling di kota Pekalongan/ mungkin beberapa dari kamu ada yang sudah tahu? Atau belum tahu? //Ya/ Kota Pekalongan ini merupakan kota kecil yang berada pesisir Jawa Tengah/ kota ini sering dikenal sebagai Kota Batik di Indonesia//</i></p>

---

	<i>khusus dan alat yang unik yang biasa disebut 'Canting' dengan menggunakan malam sehingga/lalu menghasilkan motif yang indah yang menjadikan ciri khas tersebut, ya yaitu Batik</i>	
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Kampoeng Batik Kauman	<i>Perlu kalian ketahui, proses membatik ini terdiri dari enam tahap teman-teman, yaitu 'Nganji', atur suhu yang stabil guna melelehkan malam di atas wajan panas, menggambar motif pada kain, 'Mencanting', mewarnai kain dengan teknick celup dan colet, dan Teknik terakhir yaitu 'Melorod'.</i>	<i>Perlu bolo-bolo ketahui/ proses membatik di Griya Batik Mas terdiri dari enam tahap// Pertama/ membuat pola pada kain// Kedua/ 'mencanting' yaitu proses menggambar pola di atas kain menggunakan malam // Ketiga/ 'colet' memberi pewarna pada kain dengan kuas// Keempat/ pemberian air keras untuk mengeluarkan warna// Kelima, mewarnai kain dengan teknik celup/ dan proses terakhir yaitu 'Melorod'//</i>
-----------------------	---	--

---

Food review at Sugihwaras Culinary Center	<i>Nah, disini terdapat makanan khas Pekalongan, yaitu soto tauto dan sego megono nih teman-teman. Bagi teman-teman yang ingin menikmati empuknya daging dengan kuah kental yang kuat akan citarasa dengan bumbu tauco *diberi penjelasan bisa</i>	<i>Nah/ disini terdapat makanan khas Pekalongan, yaitu soto tauto // Bagi bolo-bolo yang ingin menikmati empuknya daging dipadukan dengan kaldu sapi yang dicampur dengan bumbu tauto (Bumbu Tauto yaitu pasta kedelai yang di olah dengan rempah-rempah) bisa</i>
---	--	--

---

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*dicoba nih, Soto Tauto!*

*dicoba nih/ Soto Tauto! Jadi ini dia/ Soto Tauto/ Didalamnya ada daging, bihun, taughe, dan tentunya bumbu tauto// Harga seporsi soto tauto hanya Rp.20.000 ribuan aja loh bolo-bolo//*

---

The following stage is to make a storyboard. A storyboard is developed as an initial framework in the form of visuals and voice narration that will be recorded when creating this promotional video. Storyboard created as a reference for making the promotional video "A Day in Pekalongan" as shown in Figure 4.3 and Figure 4.4. The complete storyboard of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center can be seen in the appendix 3 page 99.

Timestamp: 00.20 – 00.45	Scene: 1 Sequence: 3	Set Plan: Opening	Set Place: Wisata Pekalongan
		Menggunakan background dari tempat-tempat terkenal dari Kota Pekalongan (Alun-Alun, Titik 0 KM, Batik dll) dan menggunakan teknik random footage dengan beberapa effect.  Kamera:	
<b>SCRIPT</b>			
Sugeng Siang bolo-bolo (Bolo-bolo merupakan sebutan teman dalam bahasa Jawa)//Hari ini, aku akan mengajak kamu berkeliling di kota Pekalongan/ mungkin beberapa dari kamu ada yang sudah tahu? Atau belum tahu? //Ya/ Kota Pekalongan ini merupakan kota kecil yang berada pesisir Jawa Tengah/ kota ini sering dikenal sebagai Kota Batik di Indonesia//			

Figure 4. 3 Video Storyboard (1)

Timestamp: 07.10 – 07.40	Scene: 5 Sequence: 4	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	
<b>SCRIPT</b> Sebutan proses ini cukup menarik bolo-bolo yaitu teknik 'Melorod' apa itu Teknik 'Melorod'??// Teknik 'Melorod' merupakan salah satu teknik dalam pembuatan batik yang dilakukan untuk menghilangkan malam setelah proses mewarnai// Dalam proses ini kain batik akan direbus dalam air di api panas dengan suhu 100 - 110 °C hingga semua malam lepas/ untuk waktunya tergantung dari banyaknya malam dan besarnya kain//			

Figure 4. 4 Video Storyboard (2)

### c. Equipment Preparation

At this stage the writer makes a list and prepares what equipment will be used when shooting promotional video. This preparation was carried out by the writer so that there were no obstacles when carrying out the promotional video production process. The equipment prepared in the production process include: 1) Memory Card, 2) DSLR Camera, 3) Drone, 4) Gimbal, 5) Directional Microphones, 6) Audio recorders, and 7) Computer or Laptop.

### d. Talent and Voice Over

At this stage the author determines the talent and voice over for the promotional video narration of Kampong Batik Kauman and Sugihwaras Culinary Center. To minimize production costs and research time, the writer chose a research partner, Wildania Gadis Maulida, as a talent as well as a voice over for the promotional video for Kampong Batik Kauman and Sugihwaras Culinary Center.

### 4.1.2 Production

At the production stage, the writer as producer directs the process of taking footage and audio in making promotional videos for Kampong Batik Kauman and Sugihwaras Culinary Center. This shooting was carried out based on the script and storyboard that the writer had previously made. Before taking pictures, a production team is created to plan and prepare for production. The

following is the team involved in the production stage of the promotional video development in this research:

Table 4. 3 Jobs Division

<b>Jobs</b>	<b>Name</b>
Director	: Yulia Febrianti, Aditya Nur Patria
Cameramen	: Mohammad Aditya Putra, Yulia Febrianti
Talent	: Wildania Gadis Maulida
Editor	: Mohammad Aditya Putra, Wildania Gadis Maulida
Script Writer	: Yulia Febrianti, Aditya Nur Patria
Subtitler	: Wildania Gadis Maulida

#### **4.1.2.1 Development Preliminary Form of Product**

##### **a. Shooting**

Shooting is an activity carried out by the writer as well as the director and videographer to take video footage in processing the production design into a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. The author took a few shots that were not on the storyboard while shooting a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. This is done in order to prepare for a possible lack of video footage during the post-production editing stage. At this stage, the writer directs the videographer in the process of shooting from various angle shots. The following are various camera angle directs by the writer:

##### 1) Opening

The opening promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center includes footage of landmark Pekalongan, as well as footage of Kampoeng Batik Kauman and Sugihwaras Culinary Center. The writer utilized Extreme Long Shot (ELS) and Medium Shot (MS) techniques to shot footage of Pekalongan's landmark. This technique is a

camera shooting technique with an object that is wide, long, and very far away. This technique usually is used to shot an object, such as a panoramic view. This technique was utilized to show Pekalongan's landmark from a wide view. Aside from that, this technique is intended to introduce the Pekalongan landmark.



Figure 4. 5 Extreme Long Shot (ELS)



Figure 4. 6 Extreme Long Shot (ELS)

Medium Shot (MS) is also utilized in opening videos with a talent. This is a camera shooting technique from hips to the head. This technique can enhance the expressions and emotions of the human face, it is frequently used in the layout of interviews and news anchors on media. Medium Shot (MS) is used to clearly highlight the talent's facial expressions and emotions so that the audience can focus on the talent when explaining the information.



Figure 4. 7 Medium Shot (MS)



Figure 4. 8 Medium Shot (MS)

## 2) Kampoeng Batik Kauman

The writer utilized the Extreme Long Shot (ELS), Long Shot (LS), Medium Shot (MS), Close Up (CU), and Big Close Up (BCU) techniques when shooting at Kampoeng Batik Kauman. In Kampoeng Batik Kauman, the Extreme Long Shot (ELS) technique is utilized to get a wide view of the object as well as to present the object. A drone is used for this technique. This technique was taken because Kampoeng Batik Kauman is a location where batik craftsmen live, the Extreme Long Shot (ELS) shooting technique was used to introduce the location of Kampoeng Batik Kauman.



Figure 4. 9 Extreme Long Shot (ELS)



Figure 4. 10 Long Shot (LS)

The utilization of Long Shot (LS) and Medium Shot (MS) in Kampong Batik Kauman can show the background and offer the audience with a wider view of Kampong Batik Kauman. In addition, Medium Shot (MS) is utilized to allow the audience to focus on the talent when explaining information. Close Up (CU) and Big Close Up (BCU) techniques are utilized in Kampong Batik Kauman to present the audience with more information about the objects displayed. The use of Close Up (CU) and Big Close Up (BCU) techniques, as seen in the Figure 4.11 and Figure 4.12 shows the details of how batik craftsmen create patterns or doing canting.



Figure 4. 11 Close Up (CU)



Figure 4. 12 Big Close Up (BCU)

### 3) Interview

The writer utilized the Medium hot technique when interviewing one of the Griya Batik Mas employees. Mrs. Aminingsih, a representative of Griya Batik Mas employees, conducted the interview. Mrs. Aminingsih was chosen as an interviewee by the writer since she was one of the employees who had worked since before Griya Batik Mas established in 2007. The writer used the Medium Shot (MS) technique to draw attention to Mrs. Aminingsih's feature. Apart from that, the audience can focus on the information provided by Mrs. Aminingsih.

In the interview session, the author asked five (5) questions to the interviewee. This question was asked to find out additional information about Griya Batik Mas which the author could not find on the internet. The questions used during the interview are:

1. *Bisa diceritakan tempat ini sudah berapa lama menjadi tempat pembuatan batik?*

Can you tell how long this place has been producing batik?

2. *Jenis batik apa saja yang dijual disini?*

What kind of batik are offered here?

3. *Apa yang menjadi daya tarik dan pembeda Batik Pekalongan?*

What is that becoming the attraction and difference of Pekalongan Batik?

4. *Apa saja yang bisa dilakukan selain melihat dan membeli batik di Griya Batik Mas?*

What can we do other than seeing and buying batik at Griya Batik Mas?

5. *Motif apa aja yg ada di Griya Batik Mas?*

What is the motif offered in Griya Batik Mas



Figure 4. 13 Mrs. Aminingsih as Interviewee

#### 4) Sugihwaras Culinary Center

The writer utilized the Extreme Long Shot (ELS), Long Shot (LS), Medium Shot (MS), Close Up (CU), and Big Close Up (BCU) techniques to shot footage at the Sugihwaras Culinary Center. The techniques utilized in this video are the same as those used in the opening video and Kampoeng Batik Kauman. Close Up (CU) and Big Close Up (BCU) techniques are used to highlight critical features on objects at Sugihwaras Culinary Center. These techniques can give the audience with more information about the objects on show. The utilization of Close Up (CU) and Big Close Up (BCU) techniques in reviewing *soto tauto* as local cuisine at the Sugihwaras Culinary Center. As

shown in Figure 4.14 and Figure 4.15 these techniques aim to highlight the process of making of *soto tauto* so that the audience knows what ingredients are in it.



Figure 4. 14 Close Up (CU)



Figure 4. 15 Big Close Up (BCU)

One of the highlights of shooting at the Sugihwaras Culinary Center was reviewing *soto tauto*. Using Close Up (CU) and Big Close Up (BCU) techniques to shot footage can give an appealing impression, making the audience interested in trying the food. The writer also used the Extreme Long Shot (ELS), Long Shot (LS), and Medium Shot (MS) techniques at the Sugihwaras Culinary Center. Using these techniques can provide a detailed, extensive, and comprehensive of the Sugihwaras Culinary Center. This is done so that the audience can see the appearance of the stalls at the Sugihwaras Culinary Center.



Figure 4. 16 Extreme Long Shot (ELS)



Figure 4. 17 Long Shot (LS)

##### 5) Closing

The closing footage for the video was shot by utilizing the Medium Shot (MS) shooting technique. Apart from that, there are some footage of Pekalongan landmarks, Kampong Batik Kauman, and Sugihwaras Culinary Center. The shooting technique utilized in taking the video closing is the same as in shooting the previous video. The utilization of combination of previous footage is intended to remind the audience of the tourist attractions that have previously been shown. The video used consists of footage from highlights of each tourist attractions. The writer included a credit scene to the finishing video, showing the individuals participating in creating the promotional video for Kampong Batik Kauman and Sugihwaras Culinary Center. This credit scene also expresses gratitude to the parties involved by showing the Pekalongan and Diponegoro University logos.



Figure 4. 18 Medium Shot (MS)



Figure 4. 19 Extreme Long Shot (ELS)

#### **4.1.3 Post Production**

Post production is the final step in the process of creating a promotional video. In this stage, the video footage that has been taken at the production stage will be continued in the next process, namely the editing process. Putting footage together, inserting voice over, and adding subtitles to create the promotional video. The post production stage was continued by the co-writer, namely Wildania Gadis Maulida as the second writer. After the video editing process is complete, the author validates the video. The results of the edited Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video are sent to the validator for validation. This is done so that the video receives suggestions before proceeding to the field trial stage. The field trial stage is the stage where the promotional video is published via YouTube.

#### 4.1.3.1 Preliminary Field Testing

At this stage, preliminary field testing conducted at this stage to validate the draft promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" by the validator. The draft video has been through the post-production process, and it has been exported in MP4 format and published to Google Drive so that validators can validate it. Validation of the draft promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center was carried out by the supervisor and material expert, Aditya Nur Patria. There are nine (9) assessments (7 in the form of multiple-choice questions and 2 in the form of description questions), with four rating scales, Strongly Disagree, Disagree, Agree, and Strongly Agree to help validators carry out assessments. The aim of this is to check for issues with the footage selection, color grading, transitions, voice over, and background music used in the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. The writer needs suggestions on the draft promotional video that was created, before the promotional continues to the main field testing.

**Formulir Validasi Produk**  
**Video Promosi Kampoeng Batik Kauman dan Pusat Kuliner Sugihwaras**

Validator : *Aditya Nur Patria S.Hum., M.App.Ling*  
Tanggal : *4 Oktober 2023*

**Tampilan Video**

Mohon beri tanda centang (✓) pada salah satu jawaban yang dipilih

1. Apakah tampilan video menarik?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

2. Apakah penggunaan audio voice over dapat di mengerti dengan jelas?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

3. Apakah font untuk penulisan subtitle sudah tepat?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

4. Apakah ukuran size pada subtitle sudah tepat?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

5. Apakah opening video sudah menarik?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

6. Apakah isi konten dalam video secara keseluruhan sudah menarik?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

7. Apakah penggunaan filter warna (color grading) video apakah sudah tepat?  
 Sangat Tidak Setuju  Tidak Setuju  Setuju  Sangat Setuju

8. Apakah ada yang perlu ditambahkan ke dalam video produk? Jika iya, tolong jelaskan.

9. Kritik dan saran.  
*Some subtitles need to be revised*

Figure 4. 20 Validation Form

The validator made the following suggestions based on the validation results: 1) Some footage has to be stabilized; 2) The effects on the video are changed to be softer; 3) Transitions that are too fast are changed to be slower; and 4) There are various errors in writing subtitles;

#### 4.1.3.2 Revision of Main Products

Following the validity of the draft promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" by the validator, the writer carried on to the next stage, revision on main products. The writer revised the product according to the material expert's (supervisor) suggestions. Several suggestions were made to the writer, including unsteady footage video, the interviewee's voice being too small, and the color grading being too harsh.

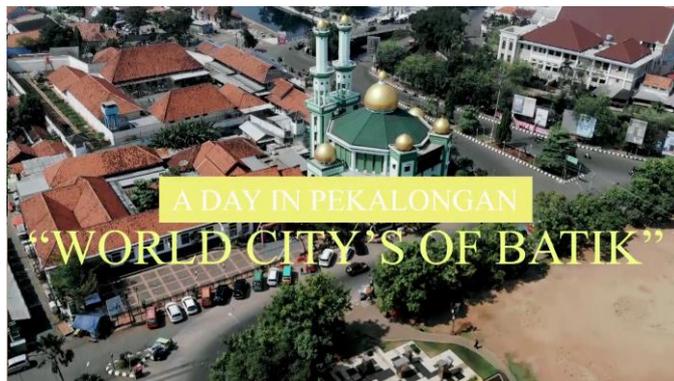


Figure 4. 21 Before Revised



Figure 4. 22 After Revised

Unstable video footage was one of the issues the writer faced when creating promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center. Aside from that, some video footage revealed issues with lighting slightly dark and color grading slightly strong. In order to overcome this issue, the writer replaced the problematic video footage with a new, more stable video footage. The writer re-edits video footage that is low light and dark by adding brightness to make the video footage brighter. Beside that, the writer re-edited several footage issues were noticed in the credit scene section, including writing and layout errors. To be more precise, the writer corrected the writing error and modified the layout of the Department of Tourism, Culture, Youth, and Sports and Diponegoro University logos. The writer's edits are in accordance with the validator's suggestions, with too strong color grading by adjusting the color grading to soft.



Figure 4. 23 Before Revised



Figure 4. 24 After Revised

#### 4.1.3.3 Main Field Testing

The main field testing of the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video product with the title "A Day in Pekalongan" was carried out after the promotional video created had been validated and revised. Following that, the promotional video is published to Google Drive, and the link is distributed to respondents for product testing. There were 30 people 30 of respondents, including:

Table 4. 4 Respondents Main Field Testing

<b>Respondents</b>	<b>Total Respondents</b>
Media Expert (Stakeholder's)	5
Local & Foreign Tourists	25
<b>Total</b>	<b>30</b>

At main field testing stage, to collect assessment data for the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video titled "A Day in Pekalongan" the writer used a research instrument, called questionnaire. The writer utilized a questionnaire to collect data in the form of an assessment of the quality and visual appeal of promotional videos created for Kampoeng Batik Kauman and Sugihwaras Culinary Center. This questionnaire was created by the writer using Google Form and contains 13 statements (12 of which are multiple-choice and one of which is a description). This step is to evaluate and anticipate any issues or shortcomings that need to be added, as well as suggestions for promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center. This is a more comprehensive question than the one on video product validation. These statements address content, visual & audio, and linguistics. The questionnaire has approved by Aditya Nur Patria as the writer's supervisor, which mean the questionnaire is suitable for distribution to respondents. In addition, the writer employs a rating scale for each question given to respondents. Each statements has a score ranging from one (1) to four (4).

The writer given questionnaires to five (5) respondents during the trial stage of the Kampong Batik Kauman and Sugihwaras Culinary Center promotional with title "A Day in Pekalongan". The five (5) respondents are media experts who are three (3) staffs of The Pekalongan City Tourism, Culture, Youth and Sports Department, one (1) staff of The Pekalongan's Batik Museum, and one (1) owner of Griya Batik Mas. Complete information regarding media experts can be seen in appendix 7 page 116. The following are the results of the assessment from media experts as follows:

Table 4. 5 Media Experts Assessment Results

No	The Questions	Mean	Remarks
<b>A. Content</b>			
1	<i>Konten dalam video sesuai dengan objek wisata.</i> The content in the video fits with the tourist objects.	3.20	Agree
2	<i>Video promosi memiliki informasi yang lengkap.</i> The promotional video provides complete information.	3.60	Strongly Agree
3	<i>Penyajian konten dalam video sudah kreatif dan menarik.</i> The presentation of content in the video is creative and interesting.	3.40	Strongly Agree
4	<i>Saya tertarik dengan objek wisata yang ditampilkan pada Video Promosi.</i> I am interested in the tourist objects featured in the Promotional Video.	3.40	Strongly Agree
<b>B. Visual &amp; Audio</b>			
5	<i>Video promosi disajikan dengan jelas</i>	3.00	Agree

	<i>dan menarik.</i>		
	The promotional video is presented clearly and attractively.		
6	<i>Video promosi memiliki visualisasi yang menarik perhatian.</i> The visualization of the promotional video is eye-catching	3.40	Agree
7	<i>Rekaman video sudah sesuai dengan konten.</i> Video footages are suitable with content.	3.80	Strongly Agree
8	<i>Rekaman suara sudah jelas sesuai dengan konten.</i> Voice over is suitable with content.	3.60	Strongly Agree
9	<i>Sulih teks sudah jelas sesuai dengan konten.</i> Subtitles are in line with content.	3.80	Strongly Agree
<b>C. Linguistic</b>			
10	<i>Kata-kata yang digunakan dalam video sudah proporsional dan mudah dibaca.</i> The use of words in the video are well-proportioned and readable.	3.60	Strongly Agree
11	<i>Kalimat yang disusun dalam video tidak ada kesalahan dalam penulisan.</i> The sentences in the video are compiled without writing errors.	3.60	Strongly Agree
12	<i>Kata-kata yang digunakan dalam video dapat dimengerti dengan mudah.</i> The words used in video are easily	3.40	Strongly Agree

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understood.

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Based on the table above, the results of the assessment of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center were obtained by media experts or employees of The Pekalongan City Tourism, Culture, Youth and Sports Department. It is known that the content aspect of the statements “The promotional video provides complete information” has the highest average score among other statements, which is 3.60 that mean the promotional video had very complete information for media expert. This shows that the writer's video content was successful in conveying complete information on the tourist attractions Kampoeng Batik Kauman and Sugihwaras Culinary Center.

The statements “Video footage are suitable with content” and “Subtitles are in line with content” has the highest average score in the visual and audio aspects, at 3.80, that mean the video footage and subtitle are very fit to media expert. This shows that the subtitles in the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video are accurate and clear to the content provided in the video.

In addition, the linguistic aspect with the statements “The use of words in the video are well-proportioned and readable” and “The sentences in the video are compiled without writing errors” has the highest average score, which is 3.60. This shows that the words shown in the video are appropriate and easy to understand, especially for foreign tourists. In conclusion, the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" received an average score of 3.48 by media experts or employees of The Pekalongan City Tourism, Culture, Youth and Sports Department. This demonstrates that the writer's promotional video is good and interesting to utilize as promotional media to increase local and foreign tourists.

At this trial stage, the writer collected assessments from local and foreign tourists with a total of 25 respondents. The following are the assessment findings from local and foreign tourists:

Table 4. 6 Tourists Assessment Results

No	The Questions	Mean	Remarks
<b>A. Content</b>			
1	<i>Konten dalam video sesuai dengan objek wisata.</i> The content in the video fits with the tourist objects.	3.64	Strongly Agree
2	<i>Video promosi memiliki informasi yang lengkap.</i> The promotional video provides complete information.	3.84	Strongly Agree
3	<i>Penyajian konten dalam video sudah kreatif dan menarik.</i> The presentation of content in the video is creative and interesting.	3.72	Strongly Agree
4	<i>Saya tertarik dengan objek wisata yang ditampilkan pada Video Promosi.</i> I am interested in the tourist objects featured in the Promotional Video.	3.68	Strongly Agree
<b>B. Visual &amp; Audio</b>			
5	<i>Video promosi disajikan dengan jelas dan menarik.</i> The promotional video is presented clearly and attractively.	3.52	Strongly Agree
6	<i>Video promosi memiliki visualisasi yang menarik perhatian.</i> The visualization of the promotional video is eye-catching	3.56	Strongly Agree
7	<i>Rekaman video sudah sesuai dengan</i>	3.64	Strongly

	<i>konten.</i> <i>Video footages are suitable with content.</i>		Agree
8	<i>Rekaman suara sudah jelas sesuai dengan konten.</i> Voice over is suitable with content.	3.84	Strongly Agree
9	<i>Sulih teks sudah jelas sesuai dengan konten.</i> Subtitles are in line with content.	3.88	Strongly Agree
<b>C. Linguistic</b>			
10	<i>Kata-kata yang digunakan dalam video sudah proporsional dan mudah dibaca.</i> The use of words in the video are well-proportioned and readable.	3.84	Strongly Agree
11	<i>Kalimat yang disusun dalam video tidak ada kesalahan dalam penulisan.</i> The sentences in the video are compiled without writing errors.	3.72	Strongly Agree
12	<i>Kata-kata yang digunakan dalam video dapat dimengerti dengan mudah.</i> The words used in video are easily understood.	3.72	Strongly Agree

Based on the table above, the results of the assessment of the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center were obtained by local and foreign tourists. It is known that the content aspect of the statements “The promotional video provides complete information” has the highest average score among other statements, which is 3.84 that mean the promotional video had very complete information for tourist. This shows that the writer's video content was successful in conveying complete information on the

tourist attractions Kampoeng Batik Kauman and Sugihwaras Culinary Center. Providing complete information can be one of the factors in attracting potential tourists to visit tourist attractions.

The statement "Subtitles are in line with content" has the highest average score in the visual and audio aspects, at 3.88, that mean the video footage and subtitle are very fit to tourist. This shows that the subtitles in the Kampoeng Batik Kauman and Sugihwaras Culinary Center promotional video are accurate and clear to the content provided in the video. Providing subtitles may help to increase tourists, particularly foreign tourists. This is due to the display of subtitles, which allows foreign visitors to easily understand the information provided in the video.

In addition, the linguistic aspect with the statement "The use of letters in the video are well-proportioned and readable" has the highest average score, which is 3.84. This shows that the words shown in the video are appropriate and easy to understand, especially for foreign tourists. In conclusion, the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" received an average score of 3.72 by tourist. This demonstrates that the writer's promotional video is good and interesting to utilize as promotional media to increase local and foreign tourists.

#### **4.1.3.4 Revision Final Product**

The writer revised the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center again in the revision final product stage. Revision is done to ensure and minimize issues in promotional videos. The writer re-examines the criticism and suggestions of material experts (supervisors), media experts (stakeholders), and respondents (local and foreign tourists). Criticisms and suggestions include adding animation in the batik making process, adding food prices information, enhancing brightness in dark video footage, and correcting writing errors. The final revision of the product was carried out by the writer so that the promotional video could be published and used as promotional media to promote Kampoeng Batik Kauman and Sugihwaras Culinary Center.



Figure 4. 25 Before Revised



Figure 4. 26 After Revised



Figure 4. 27 Before Revised



Figure 4. 28 After Revised

#### 4.1.3.5 Disseminating and implementing

After several stages in creating and revising promotion video products. The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center has been enhanced and uploaded to Google Drive. This is due to the promotional video will be uploaded to the Applied Foreign Language Study Program's YouTube channel as well as the Department of Tourism, Culture, Youth, and Sports' YouTube channel. The aim is to attract audiences to watch the promotional video Kampoeng Batik Kauman and Sugihwaras Culinary Center with title "A Day in Pekalongan."

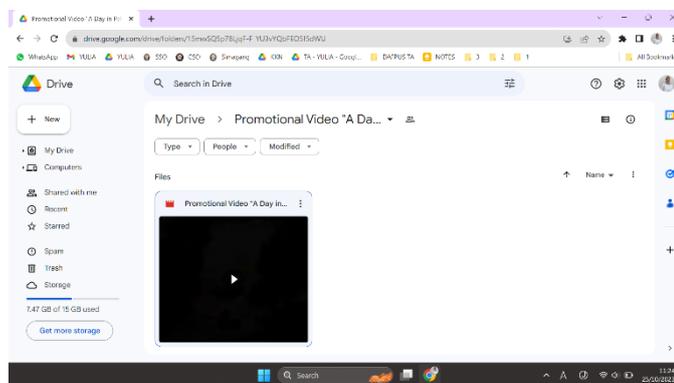


Figure 4. 29 Video Uploaded to Google Drive

Aside from that, to attract foreign tourists to visit Pekalongan, particularly Kampoeng Batik Kauman and Sugihwaras Culinary Center. In hopes that local and foreign tourists can learn how to make batik and enjoy local cuisine. Dissemination of this product is carried out by distributing video links. The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with title "A Day in Pekalongan" can be accessed at the following link <https://bit.ly/PromotionalVideo-ADayinPekalongan>.

#### 4.2 Discussion

The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" was created after an analysis of the challenges and potential in Pekalongan City. The issue was examined through observations and interviews with the head of The Pekalongan City

Tourism, Culture, Youth and Sports Department. Aside from that, the writer utilizes literature reviews of previous studies to create and produce fascinating promotional videos. The aim of creating this promotional video is to increase the interest of local and foreign tourist to visit Pekalongan City, particularly the tourist attractions of Kampong Batik Kauman and Sugihwaras Culinary Center.

This study is similar to previous study conducted by Panegak and Kusumandyoko (2021), in which, it used the Research and Development (R&D) methods by Sugiyono (2013). However, there are some differences with previous study. There was no video footage shot using a drone in the previous study, whereas in this study there was some video footage shot using a drone. The writer did this to make the promotional video more appealing and to highlight the entire tourist attraction. This is supported by findings by Stankov et.al (2019). Stankov et.al (2019) found that shared aerial drone videos have a positive impact on destination marketing. The results of this study were also supported the statement in the assessment questionnaire "The visualization of the promotional video is eye-catching" with an average score of 3.40 (Media Experts) and 3.56 (Local & Foreign Tourists) or the same as the Very Good criteria. This shows that videos shot with drones can provide a unique perspective and captivating visuals that can attract and engage potential tourists.

Furthermore, this study is also similar to previous study conducted by Noviyanti et.al (2017). This study utilized the stages of making a video, which is pre production, production, and post production. The promotional video in this study also shows iconic buildings as well as local cuisine. However, there are some differences with previous study, particularly the duration of the video. The promotional video in this study lasted 15 minutes and 25 seconds, which was 9 minutes and 5 seconds longer than the previous study. Promotional videos with a longer duration can provide complete information regarding tourist attractions. As shown by the assessment questionnaire of media experts and tourist respondents, the statement "The promotional video provides complete information" received average scores of 3.60 and 3.84 with Very Good Criteria. This shows that the

promotional video was successful in conveying complete information on the tourist attractions Kampoeng Batik Kauman and Sugihwaras Culinary Center.

In creating promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center, the writer was able to utilize Research and Development (R&D) methods through examining previous studies. In making the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center as promotional media, the writer applied the Research and Development (R&D) method by Sugiyono (2013) which has been adapted by the writer. As follows: The Pre Production include: Research & Information collecting and Planning. The Production include: Develop Preliminary Form of Product. And the Post Production include: Preliminary Field Testing, Main Product Revision, Main Field Testing, Final Product Revision, and Dissemination and Implementation. The writer carried out this to make maximal use of each existing stage and to make it easier for the writer to track the progress of creating promotional videos.

The writer is aware of the differences between the promotional videos created and previous studies. First, there is a duration difference between this study and prior ones. The writer created a longer promotional video, approximately 15 minutes. This is because the writer intends for the audience to be able to get all the information about Kampoeng Batik Kauman and Sugihwaras Culinary Center. Second, in the previous study in the creating promotional videos there were no video shots using drones. Meanwhile, the writer's promotional video includes footage shot with drones. The writer did this to make the video appealing and to highlight the entire tourist attraction. This is supported by findings by Stankov et.al (2019). Stankov et.al (2019) found that shared aerial drone videos have a positive impact on destination marketing. This shows that videos shot with drones can provide a unique perspective and captivating visuals that can attract and engage potential tourists.

The process of making promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center is a challenge for the writer. It takes creativity and sufficient skills to make attractive promotional videos that are worthy of being used as promotional media. Determining the video concept, creating a script,

storyboard and editing are aspects that must be considered when making a promotional video. In the process, the writer faced several challenges while creating promotional videos, particularly during the production and post production stages.

The first challenges occur during the video production stage. Since the video footage was shot indoors and at night, part of the footage had poor lighting. As a result, the video appears darker and less clear. Aside from that, certain video footage is less steady and must be stabilized throughout the editing process with software. The second challenge occurs in the post-production stage. Editing requires sufficient skills and time. An editor assists the writer during the editing process. Unfortunately, the editor lacks the required skills to carry out editing in accordance with the writer's storyboard. To address this, the writer looked out another editor who could edit in accordance with the storyboard that had been prepared.

In conclusion, the writer faced challenges in creating promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center. By overcoming several of the mentioned challenges, the writer can make promotional video that meet the needs of tourist as indicated by the assessment results with average score 3.48 (Media Experts) and 3.72 (Local & Foreign Tourists) or as the same Very Good criteria. Following the description above, the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center, which was created and given to 30 respondents, achieved good results and fulfilled the writer's expectations. The findings of this questionnaire also demonstrate that this promotional video is qualified as promotional media to promote Kampoeng Batik Kauman and Sugihwaras Culinary Center. This promotional video also received a positive response from all respondents who submitted the questionnaire.

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

This study focuses on research and development in promotional videos for Kampoeng Batik Kauman and Sugihwaras Culinary Center as promotional media. Pekalongan was designated as the world's city of batik by UNESCO for the Craft & Folk Arts category on December 1, 2014 (UNESCO, 2014). However, when the COVID-19 pandemic hit, Pekalongan's tourist numbers decreased. The government has made several initiatives to revitalize Pekalongan tourism. Some initiatives are revitalizing existing tourism, establishing new tourist attractions, and actively promote tourist attractions, one of which is to create promotional videos.

In making the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center as promotional media, the writer applied the Research and Development (R&D) method by Sugiyono (2013) which has been adapted by the writer. As follows: The Pre Production include: Research & Information collecting and Planning. The Production include: Develop Preliminary Form of Product. And the Post Production include: Preliminary Field Testing, Main Product Revision, Main Field Testing, Final Product Revision, and Dissemination and Implementation. By using the method that the writer has modified, it is easier for the writer to create a promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan".

The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center was developed by the writer through three stages, pre production, production, and post production. The pre-production stage is the initial stage in making a promotional video. This stage includes determining the idea or concept, creating scripts, storyboard and preparing the tools that will be used in the next stage, production. The production stage, also known as the shooting day, is the stage in which the shooting is carried out in accordance with the script and storyboard that have been produced. The shooting video was taken in four (4)

places, the Batik Museum, Kampoeng Batik Kauman, Pekalongan Town Square, and Sugihwaras Culinary Center. And last, post production is the final stage in creating the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center. The editing and subtitles procedure for the promotional video is completed at the post-production stage.

The promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center which has been created will be validated. Validation of promotional videos is carried out by experts, material experts and media experts. Promotional videos that have been validated are then revised by the writer. Then, the promotional video is distributed to local and foreign tourists to get an assessment through a questionnaire. This is done with the aim of maximizing and minimizing errors in promotional video before it is used as promotional media. The findings of this questionnaire also demonstrate that this promotional video is qualified as promotional media to promote Kampoeng Batik Kauman and Sugihwaras Culinary Center.

In this research, it is hoped that the promotional video for Kampoeng Batik Kauman and Sugihwaras Culinary Center with the title "A Day in Pekalongan" can be used as a promotional media for Pekalongan City, especially for Kampoeng Batik Kauman and Sugihwaras Culinary Center. Creating promotional videos can be beneficial to the public by providing them with information about tourist attractions. It is hoped by creating this promotional video, Pekalongan City will become more well-known to both local and foreign tourists.

## **5.2 Suggestion**

Future study on creating promotional videos can be further developed by utilizing all the Research and Development (R&D) methods by Sugiyono (2013). In addition, interviews and direct observation of tourist attractions are required to understand current challenges, tourist attraction needs, and tourist attraction potential. This must be done to make promotional videos that address the challenges and needs of tourist attractions. The writer suggests creating a

promotional video for other tourist attractions such as Pasir Kencana Beach, which is now being revitalized. And Batang City, which will be transformed into an industrial city. Through the data mentioned earlier, the further writer can determine the video concept, achieve a more fascinating script and storyboard, achieve a more acceptable translation, and present visual audio editing that the target audience prefers.

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# APPENDICES

## Appendix 1: Research Permit



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
UNIVERSITAS DIPONEGORO  
SEKOLAH VOKASI

Jalan Gubernur Mochtar  
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Pos-el: vokasi@undip.ac.id

Nomor : 351/UN7.M2.1/KM/X/2023  
Hal : Permohonan Izin Penelitian

Semarang, 23 Oktober 2023

**Yth. Ketua Dinparbudpora Kota Pekalongan**  
**Dinas Pariwisata, Kebudayaan, Kepemudaan dan Olahraga Kota Pekalongan**  
**Jl.WR.Supratman No.1 Kota Pekalongan**

Dalam rangka mempersiapkan mahasiswa untuk menyelesaikan studinya, bagi setiap mahasiswa diwajibkan membuat tugas akhir. Sehubungan dengan hal tersebut di atas diperlukan penelitian untuk memperoleh data, baik dari Instansi Pemerintah maupun Swasta.

Mohon sekiranya dapat diberikan izin bagi mahasiswa S.Tr. Bahasa Asing Terapan Fakultas Sekolah Vokasi Universitas Diponegoro untuk dapat melaksanakan penelitian dan mengumpulkan data di Dinas Pariwisata, Kebudayaan, Kepemudaan dan Olahraga Kota Pekalongan.

Adapun nama dan data mahasiswa sebagai berikut:

Nama : Yulia Febrianti  
NIM : 40020519650089  
Alamat Rumah : Jl. Kedadah II / Kp. Keputh RT 05 RW 10, Kelurahan  
Mekarmukti, Kecamatan Cikarang Utara, Kabupaten Bekasi,  
17530  
Jurusan : Bahasa Asing Terapan  
Judul TA : Designing Promotional Video of Kampong Batik Kauman and  
Sugiharas Culinary Center as Potential Tourism in  
Pekalongan

Atas perhatian dan kerjasama yang baik kami sampaikan terimakasih.



a.n. Dekan  
Sekolah Vokasi Universitas Diponegoro  
Dekan Fakultas Akademik dan Kemahasiswaan

**Dr. Yuli Hary Dwimawanti, M.M.**  
NIP. 196708191994032003

Tembusan : Yth.  
1. Dekan Sekolah Vokasi  
2. Kaprodi S.Tr. Bahasa Asing Terapan

## Appendix 2: Script

Shot	Indonesia	English
Opening	<p><i>Sugeng Siang/ bolo-bolo (Bolo-bolo merupakan sebutan teman dalam bahasa jawa)//Hari ini, aku akan mengajak kamu berkeliling di kota Pekalongan/ mungkin beberapa dari kamu ada yang sudah tahu? Atau belum? //Ya/ Kota Pekalongan ini merupakan kota kecil yang berada pesisir Jawa Tengah/ kota ini juga sering dikenal sebagai Kota Batik di Indonesia//</i></p>	<p>Good afternoon/ guys ('Bolo-bolo' is a Javanese term for a friend)// I am going to take you on a tour around Pekalongan today, perhaps some of you know it?// Or do you not know yet?// Pekalongan is a small coastal city in Central Java/ which is recognized as the "City of Batik" in Indonesia//</p>
Museum Batik	<p><i>Tahukah kamu?// 'Batik' merupakan kain tradisional/ yang dilukis dengan alat kuas khusus dan unik yang disebut 'Canting' dengan menggunakan 'malam' sehingga menghasilkan motif yang indah dan menjadikan ciri khas tersendiri//</i></p> <p><i>Mengapa sih disebut dengan 'Kota Batik'?// Kota Pekalongan sendiri</i></p>	<p>Did you know?// 'Batik' is a traditional fabric that is painted using a specific brush and unique tool to create exquisite motifs that have their distinctive features using 'Malam'/ called 'Canting'//</p> <p>Why is it called the 'City of Batik'?// Pekalongan itself is one of a city of batik craftsmen//</p>

	<p><i>merupakan salah satu kota and batik manufacturers in perajin batik/ sekaligus Indonesia// Batik from produsen batik di Indonesia// Pekalongan is a specific type of Batik Pekalongan merupakan batik crafted by batik craftsmen salah satu jenis batik yang who mostly live in the northern dibuat oleh perajin yang coastal region of Java// mayoritas tinggal di wilayah Historically/ most of the batik pesisir utara pulau Jawa// production process in Sejak dahulu / sebagian besar Pekalongan has been carried out proses produksi batik at home// As a result/ Batik Pekalongan dikerjakan di Pekalongan is strongly rumah-rumah// Sehingga/ intertwined with locals' lives/ batik Pekalongan menyatu one of these is in Kampoeng erat dengan kehidupan Batik Kauman// masyarakat Pekalongan/salah satunya di Kampoeng Batik Kauman//</i></p>
Narration	<p><i>Nah/ untuk menuju ke Kota To reach Pekalongan, you can Pekalongan kamu bisa use train transportation from menggunakan transportasi your hometown// Pekalongan is Kereta Api dari kota asalmu// connected to several big Cities Kota Pekalongan sendiri including Semarang/ Jakarta/ terhubung ke beberapa kota- Bandung/ Yogyakarta/ and kota besar antara lain Surabaya// Once you arrive in Semarang/ Jakarta/ Bandung/ Pekalongan/ you can book Yogyakarta/ dan Surabaya// online transportation through the Setiba di Kota Pekalongan/ mobile apps// Other than that/ kamu bisa memesan you can also take public transportasi online melalui transportation options such as aplikasi di handphone mu/ motorcycle taxis or ojek/ selain itu kamu juga bisa tricycles/ or taxis to reach your</i></p>

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*menggunakan transportasi umum seperti ojek/ becak/ atau taksi untuk menuju ke destinasi yang kamu tuju//*

*Kali ini aku akan mengajak kamu ke dua tempat wisata yaitu Kampoeng Batik Kauman dan Pusat Kuliner Sugihwaras// Untuk menuju ke dua tempat ini kita akan menempuh waktu 5 hingga 10 menit dari Stasiun Pekalongan// Yuk/ ikuti perjalanan aku ke destinasi yang pertama/ yaitu Kampoeng Batik Kauman!//*

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<p>Kampoeng Batik Kauman</p>	<p><i>Sampai juga nih bolo-bolo di tujuan kita yang pertama yaitu Kampoeng Batik Kauman Pekalongan// Kampoeng Batik Kauman merupakan salah satu tempat yang kaya akan sejarah batik Pekalongan// Salah satu hal yang membuat Kampoeng Batik Kauman istimewa karena adanya pusat produksi batik yang telah berdiri sejak lama// Banyak perajin batik lokal yang</i></p>	<p>intended destination//</p> <p>Today/ I'll take you to two destinations/ Kampoeng Batik Kauman Pekalongan and Sugihwaras Culinary Center// To reach these two destinations/ it will take 5-10 minutes from Pekalongan Station// Let's follow my trip to the first destination, which is Kampoeng Batik Kauman!//</p> <hr/> <p>Finally/ we arrived at our first destination guys/ Kampoeng Batik Kauman in Pekalongan// Kampoeng Batik Kauman a place that is rich in Pekalongan batik history// The presence of a long-standing batik production center is one of the things that makes it special, many local batik craftsmen create high-quality batik artworks here// In this place/ you can see the process of batik-making/ interact with batik craftsmen/ participate</p>
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*menghasilkan karya-karya seni batik dengan kualitas tinggi// 4.1 Di tempat ini/ kamu bisa melihat proses pembuatan batik berinteraksi dengan perajin batik/ ikut membuat batik/ melihat dan membeli batik// Tidak lupa/ yaitu spot foto// Kampung ini memiliki pesona tersendiri lho bolo-bolo!// Kamu bisa foto-foto dengan berbagai mural/ bangunan serta rumah-rumah tua yang merupakan tempat tinggal para pengerajin dan pengusaha batik//*

*Tahukah kamu? Sejak dulu, masyarakat Kauman sudah giat dalam membuat batik dari canting// Hasil batik yang dikenal yaitu batik motif ‘Jlamprang’ dan ‘Encim’// Pada tahun 2007/ Kampoeng Kauman diresmikan sebagai Kampoeng Batik Kauman, lalu pada tahun 2018 diresmikan Omah Kreatif oleh Perkumpulan Kampoeng Batik Kauman (PKBK) yaitu*

in creating batik/ and even see and purchase batik products// And/ of course/ there are photo spots too!// This place has its charm/ guys!// You can take photos with various murals/ buildings/ and old houses where batik craftsmen and entrepreneurs lived/

Did you know?// In the past/ the community in Kauman has been actively engaged in making batik using the ‘canting’ technique// ‘Jlamprang’ and ‘Encim’ are well-known as the results of batik motifs// In 2007/ Kampoeng Kauman was officially designated as Kampoeng Batik Kauman/ and in 2018/ the Creative Omah (Omah Kreatif) was inaugurated by The Kampoeng Batik

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<p><i>wadah pengembangan kreativitas pengrajin dan pedagang batik di Kampoeng Batik Kauman// Disini juga ada workshop dan showroom batik bersama loh!//</i></p>	<p>Kauman Association (PKBK) which is a forum for the development of creativity among batik craftsmen and traders in Kampoeng Batik Kauman// Additionally/ there are workshops and a batik showroom here too!//</p>
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<p>Workshop Griya Batik Mas</p>	<p><i>Griya Batik Mas merupakan salah satu workshop batik ternama di Kota Pekalongan/ tempat ini memproduksi aneka macam batik tulis dan batik cap// Disini bolo-bolo akan melihat proses langsung pembuatan batik sampai jadi, dan juga bisa ikutan membuat batik loh!//Siapa nih yang tidak sabar ingin melihat prosesi langsung pembuatan Batik? // Mari ikuti aku menuju workshop Griya Batik Mas//</i></p>	<p>Griya Batik Mas is one of the well-known batik workshops in Pekalongan/ this place produces various types of Batik Tulis or hand-drawn batik and Batik Cap or block-printed batik// Here/ you guys will witness the direct process of batik-making from beginning to end and even have the opportunity to participate in making batik by yourselves!// Who is excited to participate in the batik-making process?// Come on/ let's enter the Griya Batik Mas Workshop//</p>
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<p><i>Nah/ kita sudah sampai di tempat workshop-nya nih bolo-bolo//</i></p>	<p>Well/ we have arrived at the workshop/ guys//</p>
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<p><i>Mari kita masuk ke dalam ruangan ini! // Nah/ di kesempatan kali ini aku akan</i></p>	<p>Alright guys/ let's enter this room!// Alright/ in this session/ I will be making batik by myself</p>
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*mencoba membuat batik sendiri bolo-bolo yang nantinya akan dibantu langsung dengan ahlinya// 7. Jadi/ didalam ruangan ini tidak hanya ada proses mencanting saja bolo-bolo/ ada yang sedang membuat pola pada kain/ memotong bahan/ menjahit dan ada juga yang sedang melakukan finishing busana batik//*

*Perlu bolo-bolo ketahui/ proses membatik di Griya Batik Mas terdiri dari enam tahap// Pertama/ membuat pola pada kain// Kedua/ 'mencanting' yaitu proses menggambar pola di atas kain menggunakan malam // Ketiga/ 'colet' memberi pewarna pada kain dengan kuas// Keempat/ pemberian air keras untuk mengeluarkan warna// Kelima, mewarnai kain dengan teknik celup/ dan proses terakhir yaitu 'Melorod'// 8.1 nah sebutan proses ini cukup menarik bolo-bolo/ apa itu Teknik*

assisted by an expert// So/ guys inside the room/ it is not only to see the process of 'Mencanting'/ but there are also people creating motifs on the fabric/ cutting materials/ sewing/ and some are working on the finishing touches of batik clothing//

Guys/ you need to know that the batik-making process at Griya Batik Mas consists of six stages// First/ creating motifs on the fabric// Second/ 'mencanting' is a step that involves drawing motifs on the fabric using wax// Third/ 'colet' applies color to the fabric using brushes// Fourth/ use a strong solution to remove color/ Fifth/ dyeing the fabric using the dipping technique/ and the final step is 'Melorod'// The name of the process is quite intriguing guys// So/ what is the "Melorod" technique?// The 'Melorod' technique is one of the steps in

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*'Melorod'?*// Teknik batik-making that is carried out  
*'Melorod' merupakan salah* to remove the wax after the  
*satu tekik dalam pembuatan* coloring process//  
*batik yang dilakukan untuk*  
*menghilangkan malam*  
*setelah proses mewarnai*//

*Dalam proses ini kain batik* In this process/ the batik fabric  
*akan direbus dalam air di api* is boiled in water over a fire at a  
*panas dengan suhu 100 -* temperature of 100-110°C until  
*110 °C hingga semua malam* all the wax is removed/ the  
*lepas/ untuk waktunya* duration of boiling depends on  
*tergantung dari banyaknya* the amount of wax and the size  
*malam dan besarnya kain*// of the fabric//

*Ruangan disebelah ini lebih* The room next to this one is  
*luas ya bolo-bolo/ disini* indeed a wider guys// This is the  
*merupakan tempat jemur* drying area where the batik  
*untuk mengeringkan kain* fabrics that have gone through  
*batik yang sudah melalui* all the batik-making processes  
*semua proses pembuatan* are laid out to dry//  
*batik*//

*Nah bolo-bolo itulah proses* So guys/ that's the batik-making  
*dalam pembuatan batik-nya/* process at Griya Batik Mas/ isn't  
*menyenangkan bukan?*// Jadi it fun?// You are not just able to  
*disini kita tidak hanya* see the process here but you can  
*melihat prosesi* make it yourself!//  
*pembuatannya secara*  
*langsung namun bisa juga*  
*membuatnya secara*

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	<i>langsung!//</i>	
Galeri Griya Batik Mas	<i>Mari bolo-bolo kita pindah ke Galeri Griya Batik Mas!// Tempat ini merupakan toko yang menjual hasil dari batik-batik yang tadi telah kita lihat ya bolo-bolo/ didalam sini tidak hanya menjual batik tulis dan batik cap/ namun ada juga batik printing//</i>	Let's get over to Griya Batik Mas Gallery/ guys!// This place is a store that sells the batik products we saw earlier!// Inside/ you will not only find Batik Tulis and Batik Cap/ but also Batik Printing//
	<i>Apa itu batik printing?// Batik printing yaitu batik yang dibuat dengan cara dicetak menggunakan mesin modern// Wah keren juga ya bolo- bolo// Jadi/ batik tidak hanya dibuat dengan cara di tulis dan cap namun juga bisa di cetak dengan mesin//</i>	What is batik printing?// Batik printing is the type of batik created by using modern machines for printing// Is it pretty cool/ right?// So/ apart from Batik Tulis and Batik Cap/ batik can also be produced using printing machines//
Kampoeng Batik Kauman	<i>Akhirnya/ sudah selesai juga nih perjalanan kita selama di Kampoeng Batik Kauman Pekalongan// Apakah bolo- bolo dapat merasakan serunya dalam pembuatan batik tadi?//</i>	Finally/ our trip through Kampoeng Batik Kauman has come to an end// Did you all enjoy experiencing the excitement of batik-making earlier?//
	<i>Nah, Aku sangat</i>	Well/ I highly recommend this

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	<p><i>merekomendasikan tempat ini buat bolo-bolo yang ingin membuat Batik secara langsung// Apakah kalian masih ingin mengikuti keseruan perjalanan hari ini?// Mari kita bergeser ke Pusat Kuliner Sugihwaras / ikuti aku!//</i></p>	<p>place for you guys who want to experience making Batik// Are you still up for continuing the fun trip today?// Let's move on to the Sugihwaras Culinary Center/ follow me!//</p>
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Food Review “Sego Megono”	<p>Nah, Karena tadi bolo-bolo sudah mengikuti kegiatan tadi di Kampong Batik Kauman/ bagaimana kalau ikut kulineran bareng aku / cobain makanan khas Pekalongan?// Nah di dekat Pusat Kuliner Sugihwaras ini ada makanan khas pekalongan/ yaitu Sego Megono// 11. Sego Megono ini menjadi salah satu kuliner yang wajib kamu coba saat berkunjung ke Pekalongan// Sego Megono merupakan nasi rames ikonik dari kota Pekalongan// Sego merupakan bahasa jawa dari nasi dan Megono merupakan cacahan nangka muda yang dipadu dengan kecombrang dan kelapa parut// Nah sudah</p>	<p>Well, since you all participated in the activities at Kampong Batik Kauman earlier/ how about joining me for culinary and trying some local cuisines from Pekalongan?// Near the Sugihwaras Culinary Center/ there is a Pekalongan specialty called ‘Sego Megono’ which you might want to try// ‘Sego Megono’ is a must-try culinary while visiting Pekalongan. ‘Sego’ is Javanese for rice/ and ‘Megono’ is a mixture of young jackfruit cooked with torch ginger and grated coconut// Sego Megono is typically served with warm rice/ tempeh mendoan or fried tempeh/ pickled fish/ and sambal or spicy condiment/ accompanied by sweet hot tea// The best part is that a serving of</p>
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sampai nih bolo-bolo ‘Sego Megono’ is quite  
makanannya// Mari kita affordable/ priced at only Rp  
coba!// Sego Megono biasa 5,000//  
disajikan dengan nasi hangat/  
tempe mendoan/ ikan asin/  
dan sambal/ serta didampingi  
teh manis// Seporsi sego  
megono ini harganya cukup  
terjangkau loh/ yaitu Rp  
5.000 aja//

*Nah sudah sampai nih bolo-bolo makanannya// Mari kita coba!// Sego Megono ini rasanya gurih dipadu dengan aroma khas rempah dan bunga kecombrang// Makanan ini akan lebih nikmat apabila dipadu dengan lauk pilihan bolo-bolo// Kalau aku disini tambah dengan tempe goreng dan telur semur// Rasanya jadi lebih nikmat!// Untuk kisaran harga disini, sego megono ini harganya Rp 5.000/porsi*

Alright, the food is here guys!//  
Let’s give it a try!// Sego  
Megono has a savory taste  
combined with the distinctive  
aroma of spices and torch ginger  
flowers/ The dish will be even  
more delicious when paired with  
your chosen side dishes/ guys//  
Here/ I added fried tempeh and  
braised eggs// It makes the taste  
even better!// As for the price  
range/ a serving of Sego  
Megono costs around Rp 5,000//

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Sugihwaras Culinary Center Akhirnya kita sampai juga nih bolo-bolo di Pusat Kuliner Sugihwaras// Yuk! ikut aku keliling! // Nah,

Finally/ we arrived at the  
Sugihwaras Culinary Center  
guys. Come and follow me!//  
Great/ we have arrived guys.

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	<p><i>sudah sampai nih bolo-bolo// Disini ada makanan khas pekalongan yaitu Soto Tauto // Mari kita coba!// Pusat Kuliner Sugih Waras ini tempatnya juga strategis dekat Alun-Alun Kota Pekalongan// Tempat ini dijadikan salah satu ikon wisata baru yang mana menyediakan berbagai aneka ragam kuliner dan makanan khas kota Pekalongan//</i></p> <p><i>Kawasan pusat kuliner ini memiliki luas bangunan 3.750 m2 dan dihuni oleh 52 kios kuliner dan diresmikan penggunaannya oleh Walikota Pekalongan pada tanggal 24 Oktober 2022// Pusat kuliner ini bangunannya jadi lebih bagus/ tertata rapi/ higienis// Sayangnya pengunjung yang datang masih sedikit dikarenakan tempat ini baru dibuka//</i></p>	<p>Here/ we have a Pekalongan specialty food called Soto Tauto// Let’s give it a try// Sugihwaras Culinary Center is strategically located near Pekalongan City Square or Alun-Alun Pekalongan// This place has become a new tourist icon that offers a wide variety of local culinary specialties from Pekalongan//</p> <p>This culinary center area covers a building space of 3,750 square meters and is occupied by 52 food stalls// It was officially inaugurated by the Mayor of Pekalongan on October 24/ 2022// The culinary center’s buildings are well-constructed/ neatly organized/ and hygienic// Unfortunately/ the number of visitors is still low due to the recent opening of the place//</p>
Food Review	<p><i>Yuk! ikut aku keliling! // Nah, sudah sampai nih bolo-bolo / Disini ada makanan khas</i></p>	<p>Come and follow me!// Great/ we have arrived guys// Here, we have a Pekalongan specialty</p>

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Tauto”	<p><i>pekalongan yaitu Soto Tauto // Mari kita coba! // 14. Bagi bolo-bolo yang ingin menikmati empuknya daging sapi dipadukan dengan kaldu sapi yang dicampur dengan bumbu tauto * penjelasan di video (Bumbu Tauto yaitu pasta kedelai yang diolah dengan rempah-rempah) bisa dicoba nih/ Soto Tauto! Jadi ini dia/ Soto Tauto/ Didalamnya terdapat irisan daging sapi, lalu ada babat, dan ada bihun, serta bawang goreng dan daun bawang, // Harga seporsi soto tauto hanya Rp.20.000 ribuan aja loh bolo-bolo//</i></p> <p><i>Ternyata rasanya tidak pedas seperti penampilannya bolo-bolo/ Soto ini rasanya berbeda seperti soto pada umumnya/ Rasanya gurih, segar, asam, manis, dan sedikit pahit dengan aroma tauto yang khas// Saat pertama kali mencicipi soto tauto mungkin terasa aneh, tetapi rasanya membuat</i></p>	<p>food called Soto Tauto// Let’s give it a try!// For you who want to enjoy tender beef combined with beef broth infused with tauto seasoning (Tauto Seasoning is soybean paste processed with various spices)/ this can be tried now/ Soto Tauto!// So/ here it is/ you will find slices of beef/ tripe/ rice vermicelli/ along with the fried shallots and spring onions// The price serving of Soto Tauto is only around Rp 20,000//</p> <p>It turns out that despite its appearance/ the taste is not spicy/ guys, this kind of soto has a unique flavor compared to typical soto dishes// It tastes savory/ refreshing/ tangy/ slightly sweet, and has a hint of bitterness/ all with a distinctive aroma of tauto seasoning// Right the first time you taste Soto Tauto/ it might seem unusual/</p>
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	<i>ketagihan// Gimana</i>	but it's addictive// Are you guys
	<i>penasaran coba ga bolo-bolo?//</i>	curious to try it?//

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Closing	<i>Selesai juga perjalanan ini yah bolo-bolo// seru dan menarik bukan?// Matur nuwun bolo-bolo sudah ikutin perjalanan aku di Kota Batik Pekalongan// Hari ini kita sudah berkunjung ke kampoeng batik kauman/ coba membuat batik/ berfoto-foto/ cobain sego megono/ keliling pusat kuliner sugihwaras/ dan makan soto tauto dan sego megono// Gimana serukan bolo-bolo!// Sampai jumpa lagi/ See U in Pekalongan!//</i>	Looks like our trip has come to an end guys/ wasn't it exciting and interesting?// Thank you so much for joining me on this tour of 'City of Batik' Pekalongan// Today/ we visited Kampoeng Batik Kauman Pekalongan, made Batik, took photos of every spot/ explored Sugihwaras Culinary Center/ and enjoyed and tasted Soto Tauto and Sego Megono// How was it/ guys?// Wasn't it fun?// See you again soon! See You in Pekalongan!//
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### Appendix 3: Storyboard

Timestamp: 00.00 – 00.20	Scene: 1 Sequence: 1	Set Plan: Intro	Set Place: Wisata Pekalongan
		<p>Shoot tempat - tempat wisata dari Kota Pekalongan ( Alun-Alun, Titik 0 KM, Batik dll) dan menggunakan effect video.</p>	

**SCRIPT**

Timestamp: 00.12 – 00.15	Scene: 1 Sequence: 2	Set Plan: Intro	Set Place: Ikon Kota Pekalongan
		<p>Tulisan akan tampak beberapa detik selama scene opening dengan tulisan berikut "A Day In Pekalongan"</p> <p>Referensi kemunculan tulisan.</p>	

**SCRIPT**

Timestamp: 00.20 – 00.45	Scene: 1 Sequence: 3	Set Plan: Opening	Set Place: Wisata Pekalongan
		<p>Menggunakan background dari tempat-tempat terkenal dari Kota Pekalongan (Alun-Alun, Titik 0 KM, Batik dll) dan menggunakan teknik random footage dengan beberapa effect.</p> <p>Kamera:</p>	

**SCRIPT**

Sugeng Siang bolo-bolo (Bolo-bolo merupakan sebutan teman dalam bahasa Jawa)//Hari ini, aku akan mengajak kamu berkeliling di kota Pekalongan/ mungkin beberapa dari kamu ada yang sudah tahu? Atau belum tahu? //Ya/ Kota Pekalongan ini merupakan kota kecil yang berada pesisir Jawa Tengah/ kota ini sering dikenal sebagai Kota Batik di Indonesia//

Timestamp: 00.45 – 01.15	Scene: 2 Sequence: 1	Set Plan: Opening	Set Place: Wisata Pekalongan
		<p>Menggunakan background dari museum batik dan menggunakan teknik random footage dengan beberapa slow motion dan fast forward effect.</p> <p>Kamera:</p>	

**SCRIPT**

Tahukah kamu? 'Batik' merupakan kain yang dilukis dengan alat kuas khusus dan unik yang disebut 'Canting' dengan menggunakan 'malam' sehingga menghasilkan motif yang indah dan menjadikan ciri khas tersendiri//

Timestamp: 01.15 – 01.40	Scene: 2 Sequence: 2	Set Plan: Opening	Set Place: Alun-Alun Pekalongan & Kampoeng Batik Kauman
		<p>Menggunakan background dari museum batik dan menggunakan teknik random footage dengan beberapa slow motion, cut dan fast forward effect.</p> <p>Kamera:</p>	

**SCRIPT**

Mengapa sih disebut dengan kota batik?// Kota Pekalongan sendiri merupakan salah satu kota perajin batik/ sekaligus produsen batik di Indonesia// Batik Pekalongan merupakan salah satu jenis batik yang dibuat oleh perajin yang mayoritas tinggal di wilayah pesisir utara pulau Jawa// Sejak dahulu / sebagian besar proses produksi batik Pekalongan dikerjakan di rumah-rumah// Sehingga/ batik Pekalongan menyatu erat dengan kehidupan masyarakat Pekalongan/salah satunya di Kampoeng Batik Kauman//

Timestamp: 02.10 – 02.40	Scene: 3 Sequence: 1	Set Plan: Act	Set Place:
		<p>Shoot footage transportasi dan lalu lintas, dengan beberapa animation effect</p> <p>Kamera:</p>	

**SCRIPT**

Nah/ untuk menuju ke Kota Pekalongan kamu bisa menggunakan transportasi Kereta Api dari kota asalmu// Kota Pekalongan sendiri terhubung ke beberapa kota-kota besar antara lain Semarang/ Jakarta/ Bandung/ Yogyakarta/ dan Surabaya// Setiba di Kota Pekalongan, kamu bisa memesan transportasi online melalui aplikasi di handphone mu/ selain itu kamu juga bisa menggunakan transportasi umum seperti ojek/ becak/ atau taksi untuk menuju ke destinasi yang kamu tuju//

Timestamp: 03.10 – 03.40	Scene: 3 Sequence: 2	Set Plan: Act	Set Place: Stasiun
		<p>Shoot perjalanan menuju tempat wisata dimulai dari stasiun, dengan fast forward effect dengan talent.</p> <p>Kamera:</p>	

#### SCRIPT

Kali ini aku akan mengajak kamu ke dua tempat wisata yaitu Kampoeng Batik Kauman dan Pusat Kuliner Sugihwaras// Untuk menuju ke dua tempat ini kita akan menempuh waktu 5 hingga 10 menit dari Stasiun Pekalongan// Yuk/ ikuti perjalanan aku ke destinasi yang pertama/ yaitu Kampoeng Batik Kauman//

Timestamp: 03.40 – 04.10	Scene: 4 Sequence: 1	Set Plan: Act	Set Place: Kampoeng Batik Kauman
		<p>Shoot tempat wisata pertama Jalanan Kampoeng Batik Kauman, Griya/Toko Batik sekeliling, Tempat/Pendopo Batik</p> <p>Kamera:</p>	

#### SCRIPT

Sampai juga nih bolo-bolo di tujuan kita yang pertama yaitu Kampoeng Batik Pekalongan// Kampoeng Batik Kauman merupakan salah satu tempat yang kaya akan sejarah batik Pekalongan// Salah satu hal yang membuat Kampoeng Batik Kauman istimewa yaitu karena adanya pusat produksi batik yang telah berdiri sejak lama// Banyak perajin batik lokal yang menghasilkan karya-karya seni batik dengan kualitas tinggi//

Timestamp: 03.40 – 04.10	Scene: 4 Sequence: 2	Set Plan: Act	Set Place: Kampoeng Batik Kauman
		<p>Shoot tempat wisata pertama Jalanan Kampoeng Batik Kauman, Griya/Toko Batik sekeliling, Tempat/Pendopo Batik</p> <p>Kamera:</p>	

#### SCRIPT

Di tempat ini/ kamu bisa melihat proses pembuatan batik berinteraksi dengan perajin batik, ikut membuat batik/ melihat dan membeli batik// Tidak lupa/ yaitu spot foto// Kampung ini memiliki pesona tersendiri lho bolo-bolo// Kamu bisa foto-foto dengan berbagai mural/ bangunan serta rumah-rumah tua yang merupakan tempat tinggal para pengerajin dan pengusaha batik//

Timestamp: 04.10 – 04.40	Scene: 4 Sequence: 3	Set Plan: Act	Set Place: Kampoeng Batik Kauman
		<p>Shoot tempat wisata pertama Jalanan Kampoeng Batik Kauman, Griya/Toko Batik sekeliling, Tempat/Pendopo Batik</p> <p>Kamera:</p>	

**SCRIPT**

Tahukah kamu?// Sejak dulu/ masyarakat Kauman sudah giat dalam membuat batik dari canting// Hasil batik yang dikenal yaitu batik motif 'Jlamprang' dan 'Encim'// Pada tahun 2007// Kampoeng Kauman diresmikan sebagai Kampoeng Batik Kauman// Lalu pada tahun 2018/ diresmikan Omah Kreatif oleh Perkumpulan Kampoeng Batik Kauman (PKBK) yaitu wadah pengembangan kreativitas pengrajin dan pedagang batik di Kampoeng Batik Kauman// Disini juga ada workshop dan showroom batik bersama loh//

Timestamp: 04.40 – 05.10	Scene: 4 Sequence: 4	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot Griya Batik Mas dengan talent</p> <p>Kamera:</p>	

**SCRIPT**

Siapa nih yang tidak sabar ingin melihat prosesi langsung pembuatan Batik? // Mari ikuti aku menuju workshop Griya Batik Mas// Griya Batik Mas merupakan salah satu workshop batik ternama di Kota Pekalongan/ tempat ini memproduksi aneka macam batik tulis dan batik cap// Disini bolo-bolo akan melihat proses langsung pembuatan batik sampai jadi, dan juga bisa ikutan membuat batik loh//

Timestamp: 05.10 – 06.10	Scene: 5 Sequence: 1	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot Griya Batik Mas dengan talent</p> <p>Kamera:</p>	

**SCRIPT**

Nah/ kita sudah sampai di tempat workshop-nya nih bolo-bolo//

Timestamp: 06.10 – 07.10	Scene: 5 Sequence: 2	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	

**SCRIPT**

Mari kita masuk ke dalam ruangan ini! // Jadi/ didalam ruangan ini tidak hanya ada proses mencanting saja bolo-bolo/ ada yang sedang membuat pola baju/ memotong bahan/ menjahit dan ada juga yang sedang melakukan finishing busana batik//

Timestamp: 07.10 – 07.40	Scene: 5 Sequence: 3	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	

**SCRIPT**

Perlu bolo-bolo ketahui/ proses membatik di Griya Batik Mas terdiri dari enam tahap// Pertama/ membuat pola pada kain// Kedua/ 'mencanting' yaitu proses menggambar pola di atas kain menggunakan malam // Ketiga/ 'colet' memberi pewarna pada kain dengan kuas// Keempat/ pemberian air keras untuk mengeluarkan warna// Kelima, mewarnai kain dengan teknik celup/ dan proses terakhir yaitu 'Melorod'//

Timestamp: 07.40 – 08.10	Scene: 5 Sequence: 4	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	

**SCRIPT**

Sebutan proses ini cukup menarik bolo-bolo yaitu teknik 'Melorod'/ apa itu Teknik 'Melorod'?// Teknik 'Melorod' merupakan salah satu teknik dalam pembuatan batik yang dilakukan untuk menghilangkan malam setelah proses mewarnai// Dalam proses ini kain batik akan direbus dalam air di api panas dengan suhu 100 - 110 °C hingga semua malam lepas/ untuk waktunya tergantung dari banyaknya malam dan besarnya kain//

Timestamp: 08.10 – 08.40	Scene: 5 Sequence: 5	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot Griya Batik Mas dengan talent</p> <p>Kamera:</p>	

**SCRIPT**

Ruangan disebelah ini lebih luas ya bolo-bolo/ disini merupakan tempat jemur untuk mengeringkan kain batik yang sudah melalui semua proses pembuatan batik//

Timestamp: 08.40 – 09.10	Scene: 5 Sequence: 6	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot Griya Batik Mas dengan talent</p> <p>Kamera:</p>	

**SCRIPT**

Nah/ di kesempatan kali ini aku akan mencoba membuat batik sendiri bolo-bolo yang nantinya akan dibantu langsung dengan ahlinya//

Timestamp: 09.10 – 09.40	Scene: 5 Sequence: 7	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot Griya Batik Mas dengan talent</p> <p>Kamera:</p>	

**SCRIPT**

Nah bolo-bolo itulah prosesi dalam pembuatan batik-nya/ menyenangkan bukan?// Jadi disini kita tidak hanya melihat prosesi pembuatannya secara langsung namun bisa juga membuatnya secara langsung//

Timestamp: 09.40 – 10.10	Scene: 6 Sequence: 1	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	

**SCRIPT**

Mari bolo-bolo kita pindah ke Griya Galeri Batik Mas!! Tempat ini merupakan toko yang menjual hasil dari batik-batik yang tadi telah kita lihat ya bolo-bolo/ didalam sini tidak hanya menjual batik tulis dan batik cap/ namun ada juga batik printing!!

Timestamp: 10.10 – 10.40	Scene: 6 Sequence: 2	Set Plan: Act	Set Place: Workshop Batik
		Shoot Griya Batik Mas dengan talent Kamera:	

**SCRIPT**

Apa itu batik printing?// Batik printing yaitu batik yang dibuat dengan cara dicetak menggunakan mesin modern// Wah keren juga ya bolo-bolo// Jadi/ batik tidak hanya dibuat dengan cara di tulis dan cap namun juga bisa di cetak dengan mesin//

Timestamp: 10.40 – 11.10	Scene: 7 Sequence: 1	Set Plan: Act	Set Place: Workshop Batik
		Shoot footage untuk closing Kamera:	

**SCRIPT**

Akhirnya/ sudah selesai juga perjalananku selama di Kampoeng Batik Kauman// Apakah bolo-bolo dapat merasakan atmosfer serunya dalam proses pembuatan Batik tadi?

Timestamp: 11.10 – 11.40	Scene: 7 Sequence: 2	Set Plan: Act	Set Place: Workshop Batik
		<p>Shoot footage untuk closing Kampoeng Batik Kauman</p> <p>Kamera:</p>	

**SCRIPT**

Aku sangat merekomendasikan tempat ini buat bolo-bolo yang ingin mencoba membuat Batik// Apakah kalian masih ingin lanjut mengikuti keseruan perjalananku hari ini?// Mari kita bergeser menuju Pusat Kuliner Sugihwaras Pekalongan/ tempat ini jaraknya tidak begitu jauh dari Kampoeng Batik Kauman/ loh//

Timestamp: 11.40 – 12.10	Scene: 8 Sequence: 1	Set Plan: Review	Set Place: Sego Megono
		<p>Shoot opening di sego megono</p> <p>Kamera:</p>	

**SCRIPT**

Karena bolo-bolo sudah mengikuti kegiatan tadi di Kampoeng Batik Kauman/ bagaimana kalau ikut aku kulineran nih/ cobain makanan khas dari kota Pekalongan?// Nah di dekat Pusat Kuliner Sugihwaras ini ada makanan khas dari pekalongan loh/ yaitu Seگو Megono//

Timestamp: 12.10 – 12.40	Scene: 8 Sequence: 2	Set Plan: Review	Set Place: Sego Megono
		<p>Shoot seگو megono dan review makanan oleh talent</p> <p>Kamera:</p>	

**SCRIPT**

Sego Megono ini menjadi salah satu kuliner yang wajib kamu coba saat berkunjung ke Pekalongan// Seگو Megono merupakan nasi rames ikonik dari kota Pekalongan// Seگو merupakan bahasa jawa dari nasi dan Megono merupakan cacahan angka muda yang dipadu dengan kecombrang dan kelapa parut// Seگو Megono biasa disajikan dengan nasi hangat/ tempe mendoan/ ikan asin/ dan sambal/ serta didampingi teh manis// Seporsi seگو megono ini harganya cukup terjangkau loh/ yaitu Rp 5.000 aja//

Timestamp: 12.40 – 13.10	Scene: 8 Sequence: 3	Set Plan: Review	Set Place: Sego Megono
		<p>Shoot sego megono dan review makanan oleh talent</p> <p>Kamera:</p>	

**SCRIPT**

Makanannya sudah datang semua nih bolo-bolo// Mari kita makan!!// Sego Megono rasanya gurih dipadu dengan aroma khas rempah dan bunga kecombrang// Makanan ini akan lebih nikmat kalau dipadukan dengan lauk pilihan bolo-bolo// Kalau aku suka pakai lauk telur semur dan tempe// Rasanya jadi lebih enak!!

Timestamp: 13.10 – 13.40	Scene: 9 Sequence: 1	Set Plan: Act	Set Place: Pasar Sugihwaras
		<p>Shoot Pusat Kuliner Sugihwaras</p> <p>Kamera:</p>	

**SCRIPT**

Nah/ akhirnya kita sampai juga nih bolo-bolo di Pusat Kuliner Sugihwaras Pekalongan// Pusat Kuliner Sugih Waras ini tempatnya juga strategis dekat Alun-Alun Pekalongan// Tempat ini dijadikan salah satu ikon wisata baru yang mana menyediakan berbagai aneka ragam kuliner dan makanan khas kota Pekalongan//

Timestamp: 12.10 – 12.30	Scene: 9 Sequence: 2	Set Plan: Act	Set Place: Pusat Kuliner Sugihwaras
		<p>Shoot Pusat Kuliner Sugihwaras</p> <p>Kamera:</p>	

**SCRIPT**

Kawasan pusat kuliner ini memiliki luas bangunan 3.750 m2 dan dihuni oleh 52 kios kuliner dan diresmikan penggunaannya oleh Walikota Pekalongan pada tanggal 24 Oktober 2022// Pusat kuliner ini bangunannya jadi lebih bagus/ tertata rapi/ higienis// Sayangnya pengunjung yang datang masih sedikit dikarenakan tempat ini baru dibuka//

Timestamp: 13.40 – 14.10	Scene: 9 Sequence: 3	Set Plan: Act	Set Place: Pusat Kuliner Sugiharwas
		<p>Shoot Pusat Kuliner Sugiharwas dan soto tauto</p> <p>Kamera:</p>	

#### SCRIPT

Yuk ikut aku keliling! // Oh/ iya bolo-bolo disini ada juga loh/ makanan khas pekalongan lainnya// Mari kita coba// Nah/ disini terdapat makanan khas Pekalongan, yaitu soto tauto // Bagi bolo-bolo yang ingin menikmati empuknya daging dipadukan dengan kaldu sapi yang dicampur dengan bumbu tauto (Bumbu Tauto yaitu pasta kedelai yang di olah dengan rempah-rempah) bisa dicoba nih/ Soto Tauto! Jadi ini dia/ Soto Tauto/ Didalamnya ada daging, bihun, taughe, dan tentunya bumbu tauto// Harga seporsi soto tauto hanya Rp.20.000 ribuan aja loh bolo-bolo//

Timestamp: 14.10 – 14.40	Scene: 9 Sequence: 4	Set Plan: Review	Set Place: Soto Tauto
		<p>Shoot soto tauto dan review makanan oleh talent</p> <p>Kamera:</p>	

#### SCRIPT

(makan) Ternyata rasanya tidak pedas seperti penampilannya bolo-bolo/ Soto ini rasanya berbeda seperti soto pada umumnya/ Rasanya gurih, asam, segar, manis, dan sedikit pahit dengan aroma yang khas// Saat pertama kali mencicipi soto tauto mungkin terasa aneh, tetapi rasanya membuat ketagihan// Gimana penasaran coba ga bolo-bolo?//

Timestamp: 14.40 – 15.30	Scene: 10 Sequence: 1	Set Plan: Closing	Set Place:
		<p>Shoot tempat-tempat yang sudah dikunjungi talent.</p> <p>Kamera:</p>	

#### SCRIPT

Selesai juga perjalanan ini yah bolo-bolo// seru dan menarik bukan?// Matur nuhun bolo-bolo udah ikutin perjalanan aku di Kota Batik Pekalongan// Hari ini kita sudah berkunjung ke kampoeng batik kauman/ coba membuat batik/ foto-foto/ Cobain sego megono/ keliling pusat kuliner sugiharwas/ dan makan soto tauto// Gimana serukan bolo-bolo// Sampai berjumpa lagi/ See You in Pekalongan//

## Appendix 4: Consent Form



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET, DAN TEKNOLOGI  
**UNIVERSITAS DIPONEGORO**  
SEKOLAH VOKASI

Jalan Prof. Sudarto, S.H.  
Tembalang, Semarang Kode Pos 50275  
Tel./Faks, (024) 7471379  
www.vokasi.undip.ac.id  
email: vokasi@live.undip.ac.id

### Formulir Persetujuan Pembuatan Video

Saya yang bertanda tangan dibawah ini atas nama Nasori  
menyatakan bersedia dan setuju menjadi narasumber didalam video oleh saudara  
**Wildania Gadis Maulida dan Yulia Febrianti** selaku Mahasiswi Sekolah Vokasi,  
Universitas Diponegoro, dengan Program Studi Bahasa Asing Terapan, untuk  
menggunakan citra dan keserupaan saya dan/atau pernyataan wawancara apa pun  
dari saya dalam publikasi, iklan, atau aktivitas media lainnya (termasuk Internet)  
yang ditujukan untuk Tugas Akhir dengan tema Video Promosi Kampoeng Batik  
Kauman dan Pasar Sugihwaras. Persetujuan ini dibuat tanpa mengharapkan  
kompensasi atau remunerasi lainnya, sekarang atau dimasa depan.

Persetujuan ini termasuk;

- (a) Izin untuk mewawancarai, memotret, merekam, atau membuat video saya;
- (b) Izin untuk menggunakan nama saya; Dan
- (c) Izin untuk menggunakan kutipan dari wawancara, foto, atau reproduksi saya,  
dan/atau rekaman saya, sebagian atau seluruhnya, dalam publikasinya, di  
surat kabar, majalah dan media cetak lainnya, di televisi, radio dan media  
elektronik (termasuk Internet), di media teater dan/atau di surat-surat untuk  
pendidikan

Persetujuan ini diberikan selamanya, dan tidak memerlukan persetujuan sebelumnya  
dari saya.

Nama Lengkap : Nasori (Soto Tauto Pak Tjariam)  
Tanda tangan : [Signature]  
Alamat : Pusat Kuliner Sugihwaras  
Tanggal : 05 Agustus 2023



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### Formulir Persetujuan Pembuatan Video

Saya yang bertanda tangan dibawah ini atas nama Aminia  
menyatakan bersedia dan setuju menjadi narasumber didalam video oleh saudari  
**Wildania Gadis Maulida dan Yulia Febrianti** selaku Mahasiswi Sekolah Vokasi,  
Universitas Diponegoro, dengan Program Studi Bahasa Asing Terapan, untuk  
menggunakan citra dan keserupaan saya dan/atau pernyataan wawancara apa pun  
dari saya dalam publikasi, iklan, atau aktivitas media lainnya (termasuk Internet)  
yang ditujukan untuk Tugas Akhir dengan tema Video Promosi Kampong Batik  
Kauman dan Pasar Sugihwaras. Persetujuan ini dibuat tanpa mengharapakan  
kompensasi atau remunerasi lainnya, sekarang atau dimasa depan.

Persetujuan ini termasuk;

- (a) Izin untuk mewawancarai, memotret, merekam, atau membuat video saya;
- (b) Izin untuk menggunakan nama saya; Dan
- (c) Izin untuk menggunakan kutipan dari wawancara, foto, atau reproduksi saya,  
dan/atau rekaman saya, sebagian atau seluruhnya, dalam publikasinya, di  
surat kabar, majalah dan media cetak lainnya, di televisi, radio dan media  
elektronik (termasuk Internet), di media teater dan/atau di surat-surat untuk  
pendidikan

Persetujuan ini diberikan selamanya, dan tidak memerlukan persetujuan sebelumnya  
dari saya.

Nama Lengkap : Aminingih  
Tanda tangan : [Signature]  
Alamat : kampung batik kauman GSI/46 polee.  
Tanggal : 5. Agustus 2023



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### Formulir Persetujuan Pembuatan Video

Saya yang bertanda tangan dibawah ini atas nama Nilam menyatakan bersedia dan setuju menjadi narasumber didalam video oleh saudari **Wildania Gadis Maulida** dan **Yulia Febrianti** selaku Mahasiswi Sekolah Vokasi, Universitas Diponegoro, dengan Program Studi Bahasa Asing Terapan, untuk menggunakan citra dan keserupaan saya dan/atau pernyataan wawancara apa pun dari saya dalam publikasi, iklan, atau aktivitas media lainnya (termasuk Internet) yang ditujukan untuk Tugas Akhir dengan tema Video Promosi Kampong Batik Kauman dan Pasar Sugihwaras. Persetujuan ini dibuat tanpa mengharapkan kompensasi atau remunerasi lainnya, sekarang atau dimasa depan.

Persetujuan ini termasuk;

- Izin untuk mewawancarai, memotret, merekam, atau membuat video saya;
- Izin untuk menggunakan nama saya; Dan
- Izin untuk menggunakan kutipan dari wawancara, foto, atau reproduksi saya, dan/atau rekaman saya, sebagian atau seluruhnya, dalam publikasinya, di surat kabar, majalah dan media cetak lainnya, di televisi, radio dan media elektronik (termasuk Internet), di media teater dan/atau di surat-surat untuk pendidikan

Persetujuan ini diberikan selamanya, dan tidak memerlukan persetujuan sebelumnya dari saya.

Nama Lengkap : Nilam Lingga Astryani

Tanda tangan : 

Alamat : Ds. Wonosari, Kec. Karanganyar, Kab. Pekalongan

Tanggal : Sabtu, 5 Agustus 2023



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email: vokasi@live.undip.ac.id

### Formulir Persetujuan Pembuatan Video

Saya yang bertanda tangan dibawah ini atas nama M. Iqbal menyatakan bersedia dan setuju menjadi narasumber didalam video oleh saudari **Wildania Gadis Maulida** dan **Yulia Febrianti** selaku Mahasiswi Sekolah Vokasi, Universitas Diponegoro, dengan Program Studi Bahasa Asing Terapan, untuk menggunakan citra dan keserupaan saya dan/atau pernyataan wawancara apa pun dari saya dalam publikasi, iklan, atau aktivitas media lainnya (termasuk Internet) yang ditujukan untuk Tugas Akhir dengan tema Video Promosi Kampong Batik Kauman dan Pasar Sugihwaras. Persetujuan ini dibuat tanpa mengharapkan kompensasi atau remunerasi lainnya, sekarang atau dimasa depan.

Persetujuan ini termasuk;

- Izin untuk mewawancarai, memotret, merekam, atau membuat video saya;
- Izin untuk menggunakan nama saya; Dan
- Izin untuk menggunakan kutipan dari wawancara, foto, atau reproduksi saya, dan/atau rekaman saya, sebagian atau seluruhnya, dalam publikasinya, di surat kabar, majalah dan media cetak lainnya, di televisi, radio dan media elektronik (termasuk Internet), di media teater dan/atau di surat-surat untuk pendidikan

Persetujuan ini diberikan selamanya, dan tidak memerlukan persetujuan sebelumnya dari saya.

Nama Lengkap : M. IQBAL DIPUTRA

Tanda tangan : 

Alamat : Batik Griya Mas . Kampong Batik Kauman

Tanggal : 05 Agustus 2023



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
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email: vokasi@live.undip.ac.id

### Formulir Persetujuan Pembuatan Video

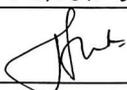
Saya yang bertanda tangan dibawah ini atas nama MUSEUM BATIK menyatakan bersedia dan setuju menjadi narasumber didalam video oleh saudari **Wildania Gadis Maulida dan Yulia Febrianti** selaku Mahasiswi Sekolah Vokasi, Universitas Diponegoro, dengan Program Studi Bahasa Asing Terapan, untuk menggunakan citra dan keserupaan saya dan/atau pernyataan wawancara apa pun dari saya dalam publikasi, iklan, atau aktivitas media lainnya (termasuk Internet) yang ditujukan untuk Tugas Akhir dengan tema Video Promosi Kampoeng Batik Kauman dan Pasar Sugihwaras. Persetujuan ini dibuat tanpa mengharapkan kompensasi atau remunerasi lainnya, sekarang atau dimasa depan.

Persetujuan ini termasuk;

- (a) Izin untuk mewawancarai, memotret, merekam, atau membuat video saya;
- (b) Izin untuk menggunakan nama saya; Dan
- (c) Izin untuk menggunakan kutipan dari wawancara, foto, atau reproduksi saya, dan/atau rekaman saya, sebagian atau seluruhnya, dalam publikasinya, di surat kabar, majalah dan media cetak lainnya, di televisi, radio dan media elektronik (termasuk Internet), di media teater dan/atau di surat-surat untuk pendidikan

Persetujuan ini diberikan selamanya, dan tidak memerlukan persetujuan sebelumnya dari saya.

Nama Lengkap : MUSEUM BATIK (BURNI AYU B)

Tanda tangan : 

Alamat : JL JERAYU NO 1 PEKALONTAN

Tanggal : 05.08.2023

## Appendix 5: Validation Form

**Formulir Validasi Produk**  
**Video Promosi Kampong Batik Kauman dan Pusat Kuliner Sugihwaras**

Validator : *Aditya Nur Patria S.Hum., M.App.Ling*  
Tanggal : *4 Oktober 2023*

**Tampilan Video**

Mohon beri tanda centang (✓) pada salah satu jawaban yang dipilih

1. Apakah tampilan video menarik?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input checked="" type="radio"/> Setuju	<input type="radio"/> Sangat Setuju
---	------------------------------------	---	-------------------------------------
2. Apakah penggunaan audio voice over dapat di mengerti dengan jelas?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input type="radio"/> Setuju	<input checked="" type="radio"/> Sangat Setuju
---	------------------------------------	------------------------------	--
3. Apakah font untuk penulisan subtitle sudah tepat?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input checked="" type="radio"/> Setuju	<input type="radio"/> Sangat Setuju
---	------------------------------------	---	-------------------------------------
4. Apakah ukuran size pada subtitle sudah tepat?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input type="radio"/> Setuju	<input checked="" type="radio"/> Sangat Setuju
---	------------------------------------	------------------------------	--
5. Apakah opening video sudah menarik?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input checked="" type="radio"/> Setuju	<input type="radio"/> Sangat Setuju
---	------------------------------------	---	-------------------------------------
6. Apakah isi konten dalam video secara keseluruhan sudah menarik?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input type="radio"/> Setuju	<input checked="" type="radio"/> Sangat Setuju
---	------------------------------------	------------------------------	--
7. Apakah penggunaan filter warna (color grading) video apakah sudah tepat?  

<input type="radio"/> Sangat Tidak Setuju	<input type="radio"/> Tidak Setuju	<input checked="" type="radio"/> Setuju	<input type="radio"/> Sangat Setuju
---	------------------------------------	---	-------------------------------------
8. Apakah ada yang perlu ditambahkan ke dalam video produk? Jika iya, tolong jelaskan.
9. Kritik dan saran.  

*Some subtitles need to be revised*

## Appendix 6: Validation Statement



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
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**UNIVERSITAS DIPONEGORO**  
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www.vokasi.undip.ac.id  
email: vokasi@live.undip.ac.id

### SURAT PERNYATAAN VALIDASI DOSEN PEMBIMBING TUGAS AKHIR

Saya yang bertanda tangan dibawah ini:

Nama : Aditya Nur Patria, S.Hum., M.App.Ling.  
NIP : 199012182020121  
Program Studi : Bahasa Asing Terapan

Menyatakan bahwa proyek Tugas Akhir atas nama mahasiswa:

Nama : Yulia Febrianti  
NIM : 40020519650089  
Program Studi : Bahasa Asing Terapan

Dengan surat ini memohon kesedian Bapak Dosen untuk memberikan penilaian terhadap proyek Tugas Akhir saya yang berjudul "*Designing Promotional Video of Kampoeng Batik Kauman and Sugihwaras Culinary Center as Potensial Tourism in Pekalongan*". Setelah dilakukan penilaian proyek Tugas Akhir tersebut dapat dinyakan:

- Layak digunakan tanpa revisi  
 Layak digunakan dengan revisi sesuai saran  
 Tidak layak

Demikian surat pernyataan validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 4 Oktober 2023  
Validator,

Aditya Nur Patria, S.Hum., M.App.Ling.  
NIP 199012182020121

## Appendix 7: Results of Experts' and Tourists' Responses

Experts Tourist															
No	Timesamp	Nama / Name	Occupation	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12
1	10/13/2023 19:25:35	Arica	Staff Disparpora	4	4	4	4	4	4	4	4	4	4	4	4
2	10/13/2023 19:48:08	M. Iqbal	Owner Griya Batik Mas	4	4	4	4	4	4	4	4	4	4	4	4
3	10/13/2023 20:40:11	Retno P	Kabid Diparpora	3	3	2	2	3	3	4	3	4	4	3	4
4	10/13/2023 23:15:49	Gusti A.b	Staff Museum Batik	1	3	4	4	2	3	4	4	4	2	3	1
5	10/14/2023 14:08:43	Fajar D	Staff Disparpora	4	4	3	3	2	3	3	3	3	4	4	4

No	Timesamp	Nama / Name	Country	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12
1	10/13/2023 19:04:56	kamila	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
2	10/13/2023 19:08:02	Talitha Ayu Nariswari	Indonesia	4	4	4	3	4	4	3	4	4	4	4	4
3	10/13/2023 19:10:28	Eliza Salzila Azzahra	Indonesia	4	4	4	4	4	3	4	3	4	4	3	3
4	10/13/2023 19:25:35	Muhammad Fahad	UK	4	4	4	4	4	4	4	4	4	4	4	4
5	10/13/2023 19:26:02	Nadia Husnaningtyas	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
6	10/13/2023 19:48:08	Aimur Sofea	Malaysia	4	4	4	4	4	4	4	4	4	4	4	4
7	10/13/2023 19:59:34	Natasya	Indonesia	3	3	4	4	3	3	3	4	4	4	4	3
8	10/13/2023 20:08:13	Mutiara	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
9	10/13/2023 20:10:25	Ahmad	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
10	10/13/2023 20:26:01	upit	Indonesia	3	4	4	4	3	4	3	4	4	4	3	3
11	10/13/2023 20:28:58	Moja aulia	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
12	10/13/2023 20:32:12	Naru Jaya	Indonesia	4	4	4	4	3	4	3	4	4	3	4	4
13	10/13/2023 20:33:46	Bilqis Tsabita	Indonesia	3	4	3	3	3	2	3	4	4	4	3	4
14	10/13/2023 20:40:11	Milton	Philippines	3	3	2	2	3	3	4	3	4	4	3	4
15	10/13/2023 20:50:06	Jeni Nurhidayah	Indonesia	3	3	3	3	3	3	3	3	3	3	3	3
16	10/13/2023 20:51:07	Rachmah fauziah	Indonesia	4	4	4	4	4	3	4	4	4	4	4	4
17	10/13/2023 21:03:29	Salsabila cintia	Indonesia	4	4	3	3	3	3	3	4	3	4	4	4
18	10/13/2023 21:09:18	Nurul Aycha	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
19	10/13/2023 22:06:35	Rizzki	Indonesia	3	4	3	3	4	3	3	4	4	4	3	4
20	10/13/2023 22:18:16	Alya Rudiana	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
21	10/13/2023 23:15:49	R.M.S.I.Rathnayaka	UK	1	3	4	4	1	3	4	4	4	2	3	1
22	10/14/2023 14:08:43	Nichole Angelyn	South Korea	4	4	3	3	2	3	3	3	3	4	4	4
23	10/14/2023 20:04:41	Nuzul	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
24	10/14/2023 23:56:13	Nabila maghfira	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4
25	10/14/2023 23:58:23	Zamira Anya	Indonesia	4	4	4	4	4	4	4	4	4	4	4	4

## Appendix 8: Research Documentation





## Appendix 9: Link and QR Code Promotional Video

Link: <https://bit.ly/PromotionalVideo-ADayinPekalongan>

Link YouTube: <https://youtu.be/ounNyrrNqPY>



## **Appendix 10: The Writer Biography**

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