

CHAPTER I

INTRODUCTION

1.1 Background of Study

Semarang, the capital of Central Java Province, has emerged as a major tourist destination. The city offers a variety of tourist attractions, including Curug Lawe, which features a scenic waterfall, the 3D Old Town Museum, which displays artworks related to educational tourism, Lawang Sewu, a historic building that formerly served as the office of the Dutch railway company, and Tugu Muda, which was erected in commemoration of the Five-Day Battle of Semarang. Furthermore, Semarang features several historically religious landmarks, including Blenduk Church, Sam Poo Kong Temple, and Buddhagaya Watugong Monastery, where the revival of Buddha Dhamma teachings in the Nusantara is taking place (Daniswari, 2022). According to Camilleri (2018), tourism encompasses a variety of types, including cultural tourism, nature tourism, adventure tourism, historical tourism, and religious tourism, each serving to different motivations and experiences. Each component is designed to achieve specific goals and provide distinct benefits, with the overarching objective being to introduce external stakeholders to the unique value that the location possesses. This form of tourism is expected to offer a diverse array of experiences, providing visitors with a range of options to explore various facets of a nation. Historical tourism is a prominent form of tourism in Semarang, drawing visitors to explore its rich historical heritage.

Historical tourism is a component of cultural tourism, which is a medium through which tourists can become acquainted with the culture of a locale or event. The objective of this historical tourism is to demonstrate that history constitutes a valuable heritage and asset of a city that is visited by tourists. Historical tourism is typically associated with various types of sites, including cemeteries, places of worship, historic cities, and buildings from the colonial period. These sites often represent significant historical and cultural landmarks, offering visitors a glimpse

into the past (Wardani & Vanel, 2024). One of the historical attractions in Semarang is Buddhagaya Watugong Monastery.

Buddhagaya Watugong Monastery is a notable religious landmark in Semarang, situated in the Banyumanik district. The complex encompasses an area of approximately 2.25 hectares. The establishment of Buddhagaya Watugong Monastery in Semarang in 1955 had a direct and significant impact on the revival of Buddhism in Indonesia. The impetus for its establishment emerged after the Vesak celebration at Borobudur in 1955, where the wisdom and personality of Bhikkhu Ashin Jinarakhita profoundly influenced a distinguished Buddhist landlord in Semarang, Goei Thwan Ling a.k.a Sutopo. However, over time, the site has also been used as a religious and historical tourist attraction due to the unique architectural style of the Buddhagaya Watugong Monastery, which exhibits both Chinese and Thai architectural elements. This diversity in architectural style contributes to the monastery appeal as a destination for tourists seeking to learn about its history. Recent advancements at the Buddhagaya Watugong Monastery demonstrate ongoing efforts to enhance its tourism infrastructure. The absence of technological marketing strategies has contributed to the site's limited popularity among visitors (Yubi, 2014). Therefore, the implementation of Information and Communication Technology (ICT) is imperative to promote the monastery.

According to Apandi (2023) the pivotal role of Information Technology in meeting the information needs of tourists, particularly in the context of tourist attractions. This technological integration facilitates the presentation of crucial information, such as details about various types of tours and precise object locations, thereby enhancing the visitor experience and ensuring the effective fulfillment of their informational requirements. The integration of technology has profoundly transformed the way tourists access information about their desired tourist attractions. This technological advancement has enabled tourists to access a wealth of information with unprecedented speed and efficiency.

In addition to improving tourist accessibility, the integration of Information and Communication Technology (ICT) has emerged as a pivotal element in cultural preservation. The utilization of ICTs within the domain of cultural conservation has been instrumental in catalyzing the transformation of cultural heritage archives and the process of digitization. Additionally, the utilization of social media and ICT educational applications has been demonstrated to facilitate the dissemination of cultural knowledge. The integration of ICT has been identified as a catalyst for the promotion of cultural assets, primarily through the development of cultural databases and the expansion of online platforms (Krisnanik et al., 2024).

It has been demonstrated that promotional media is an essential element in the strategy of expanding one's reach to audiences both within the immediate vicinity and across the globe. The promotional video content is disseminated through various digital platforms, including YouTube and Instagram. Research by Ratna and Saputri (2023) suggests that the utilization of digital media serves as an effective strategy for disseminating local cultural wealth to a broader community. Culture-based tourism, when supported by appropriate digital promotional media, has been shown to contribute significantly to the dissemination of local values and the enhancement of local culture. Furthermore, it possesses the potential to generate a positive economic impact on the surrounding community.

A variety of information, including activities, photographs, videos, and icons of a region, can be promoted through social media, tourism websites, and other digital platforms to attract tourists from various regions. Consequently, the emergence of culture-based tourism represents a highly promising opportunity, and the utilization of digital promotional media in the contemporary era is of paramount importance to optimize this potential by enhancing the visibility and appeal of local cultural tourism destinations to the broader public (Sugiyarto et al., 2018)

A review of multiple interviews and site visits reveals that a significant number of individuals remain unaware of Buddhagaya Watugong Monastery Semarang status as a tourist attraction accessible to all groups. Some parties claim

to have discovered this information through Google Maps alone. However, due to constrained market access for numerous stakeholders and external entities, this locale experiences infrequent visitation. An analysis of the visitor data from the previous three months reveals that the occurrence of tours and study visits remains infrequent. In summary, Buddhagaya Watugong Monastery must possess an initial platform or container to market to the external world via this interactive web. It is subsequently be marketed by the Google platform, which will pay for hosting for one year to maximize the marketing of this tourist attraction.

The marketing and branding of Buddhagaya Watugong Monastery is in a state of relative limitation when compared to other historical tours, such as Sam Poo Kong. The exposure of Sam Poo Kong has been extensive, with the monastery having been featured in a variety of media, including web information, marketing videos on YouTube, and Instagram. The relationship is inversely proportional to Buddhagaya Watugong Monastery, which has minimal marketing presence due to its limited spatial capacity. This limitation restricts the monastery capacity to disseminate comprehensive information through web-based media, which is characterized by the presence of engaging visual elements. Buddhagaya Watugong Monastery offers a unique opportunity in the field of digital tourism due to its limited presence on online promotional platforms, particularly in contrast to more extensively marketed sites such as Sam Poo Kong. Promoting Buddhagaya Watugong Monastery through innovative digital media allows for the creation of a gap in the digital tourism ecosystem in Semarang. Focusing on Watugong presents a unique opportunity to make significant contributions that introduce new narratives and increase recognition of this lesser-known heritage site. To address this issue, the Research and Development (R&D) method will be employed to design, produce, and evaluate a digital promotional product developed to enhance the visibility of Buddhagaya Watugong Monastery in the digital tourism landscape.

1.2 Statement of Problem

According to the background and description previously provided, the problem can be stated as follows:

1. How is the process of creating promotional video for Buddhagaya Watugong Monastery?
2. How is the feedback of Buddhagaya Watugong Monastery promotional video from Watugong staff and general public?

1.3 Research Objectives

The Objectives of this research can be seen as follows:

1. To describe the process of creating promotional video for Buddhagaya Watugong Monastery.
2. To obtain and analyze the feedback of Buddhagaya Watugong Monastery promotional video.

1.4 Significance of the Study

This research is expected to provide contributions theoretically, and practically, as follows:

1) Theoretical Contribution

This research aims to broaden the academic discourse in the domains of tourism, information technology, and digital based media. The creation of a promotional video could function as a point of reference for future studies that concentrate on the utilization of digital media as a medium for the promotion of cultural tourism. Moreover, It can function as an academic exemplar for students and researchers who are exploring effective strategies for the promotion of cultural tourism using audiovisual content.

2) Practical Contribution

This promotional video developed in this project functions as a visually impactful medium of communication, with the objective of effectively

introducing Buddhagaya Watugong Monastery to potential visitors. The video employs a visually engaging presentation to enhance public awareness, cultivate appreciation for cultural heritage, and stimulate interest in the monastery as a significant and edifying tourist destination.

1.5 Output

The result of this study is a 6-minute promotional video titled “*Menemukan Damai di Watugong*” that is uploaded to the interactive website of Buddhagaya Watugong Monastery, “www.watugongsemarang.my.id”. This video promoted Buddhagaya Watugong Monastery as a tourist destination in Semarang.