

**CREATING A PROMOTIONAL VIDEO FOR *PASAR*
SAWAHAN SEMARANG: HIGHLIGHTING THE
UNIQUENESS OF TRADITIONAL MARKET**



FINAL PROJECT

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
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2025

STATEMENT OF ORIGINALITY

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

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A FINAL PROJECT

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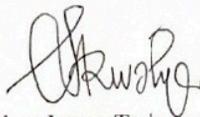
“This study has been examined and is accepted for impartial fulfilment of the requirement for the degree of Bachelor of Applied Foreign Language of Vocational College, Universitas Diponegoro”

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Semarang, August 29th 2025

Zulfikar Arifiyan Nurhikam

ABSTRACT

This study focused on the development of a promotional video entitled *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* as a medium to introduce the culinary and cultural values of *Pasar Sawahan*, which serves as the main attraction of Kalongan Tourism Village, Semarang Regency. The research employed a Research and Development (R&D) approach using a simplified Borg & Gall (1983) model consisting of seven main stages: research and information collection, planning, developing a preliminary product, preliminary field testing, revising the main product, operational field testing, and dissemination and implementation. The process involved direct observation, visual documentation, and evaluation through questionnaires distributed to students of the Applied Foreign Language Study Program, the Kalongan community, and international audiences. The evaluation results indicated that the promotional video was perceived as clear, engaging, and effective in representing the cultural identity of *Pasar Sawahan*. Furthermore, distribution through YouTube effectively broadened audience reach, thereby supporting tourism promotion, fostering the local creative economy, and preserving cultural values.

Keywords: Promotional Video, Pasar Sawahan, Traditional Market, Tourism Village, Research and Development (R&D)

ABSTRAK

Penelitian ini berfokus pada pembuatan video promosi berjudul *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* sebagai sarana untuk memperkenalkan nilai kuliner dan budaya Pasar Sawahan yang menjadi daya tarik utama Desa Wisata Kalongan, Kabupaten Semarang. Metode penelitian yang digunakan adalah Research and Development (R&D) dengan model Borg & Gall (1983) yang disederhanakan menjadi tujuh tahap utama, yaitu penelitian dan pengumpulan informasi, perencanaan, pengembangan bentuk awal produk, uji coba lapangan awal, revisi produk utama, uji coba lapangan operasional, serta diseminasi dan implementasi. Proses penelitian melibatkan observasi langsung, dokumentasi visual, serta evaluasi melalui kuesioner yang didistribusikan kepada mahasiswa Program Studi Bahasa Asing Terapan, masyarakat Kalongan, dan audiens internasional. Hasil evaluasi menunjukkan bahwa video promosi ini dianggap jelas, menarik, dan efektif dalam menggambarkan identitas budaya Pasar Sawahan secara menyeluruh. Selain itu, distribusi melalui platform YouTube terbukti mampu memperluas jangkauan audiens, sehingga video ini berpotensi meningkatkan promosi wisata, mendukung pertumbuhan ekonomi kreatif, sekaligus melestarikan nilai budaya lokal.

Kata Kunci: Video Promosi, Pasar Sawahan, Pasar Tradisional, Desa Wisata, Research and Development (R&D)

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