CHAPTER IV

RESULTS AND DISCUSSIONS

4.1 Results

This study applies the Research and Development (R&D) method, which involves a series of stages including Research and Information Gathering, Planning, Initial Product Development, Preliminary Field Testing, Main Product Revision, Operational Field Testing, and finally, Dissemination and Implementation. In this chapter, the researcher provides a detailed explanation of the production process for a promotional video titled *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"*

This chapter presents a comprehensive explanation of the production process behind the promotional video *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"*. It outlines each stage of development, starting from initial research and concept development to the execution and finalization of the video. By applying a structured Research and Development (R&D) framework, the researcher was able to manage the workflow in an organized and effective manner, ensuring that the final result aligned with both the research goals and the expectations of the intended audience. This approach also allowed for ongoing refinement throughout the process and contributed to producing a culturally meaningful and visually engaging piece of promotional media.

The video production process is divided into three key stages: pre-production, production, and post-production. The pre-production phase—covering planning, scriptwriting, storyboard creation, and technical setup—was carried out by the researcher in collaboration with the research partner, Zulfikar Arifiyan Nurhikam. The post-production phase, which includes editing, sound design and mixing, color grading, and final credits, is explained in detail by the researcher. Meanwhile, the

production phase is described in detail by the research partner, Zulfikar Arifiyan Nurhikam.

4.1.1 Research and Information Collection

At this stage, the researcher conducted an initial investigation into the product to be developed. After selecting tourism as the theme for the final project and undergoing a brainstorming process, the researcher decided to focus on *Pasar Sawahan* as the main subject. Located in *Desa Kalongan*, East Ungaran District, *Pasar Sawahan* is a traditional market that embraces the concept of nostalgic culinary tourism. It attracts visitors, especially from outside the area, who wish to experience the calm atmosphere of village life while enjoying a wide range of traditional foods. The researcher discovered that the market offers a distinctive combination of culinary richness and cultural authenticity, making it appealing to those interested in local traditions.

In this stage, the researcher conducted field observations at *Pasar Sawahan* to capture its activities, spatial layout, and social interactions. Interviews were also carried out with community figures, particularly the Head of *Pokdarwis Loka Jaya* Semarang, to gain deeper understanding of the market's potential, uniqueness, and dynamics. The insights obtained served as the foundation for determining the key aspects to be emphasized and transformed into promotional video content.

From the interviews, several distinctive features emerged as important highlights for the video. These included the use of *uli* money as a local currency, the market's bi-monthly schedule on *Minggu Pahing* and *Minggu Legi* according to the Javanese calendar, the use of banana leaves as eco-friendly food wrappers that reflect traditional values, and traditional Javanese music performances that enhance the cultural ambiance. These elements provide authentic cultural depth, strengthening both the narrative and visual storytelling of the video.

In addition, the researcher noted that *Pasar Sawahan* reflects cultural diversity, where locals and visitors from various backgrounds gather and interact harmoniously. This inclusive and vibrant environment enhances the market's function as a space for cultural and economic exchange. Drawing inspiration from this, the researcher developed a branding concept based on a soft-selling strategy, using a promotional video as the medium. By employing a storytelling approach, the video is designed to build an emotional connection with the audience, conveying the ambiance, values, and communal spirit of *Pasar Sawahan.*

Figure 4. 1 Interview Documentation

4.1.2 Planning

The planning stage, also known as pre-production, takes place before any production work begins. In this study, the process was carried out collaboratively by two people—the researcher and the research partner Zulfikar Arifiyan Nurhikam—who shared equal responsibility for all pre-production tasks. Together, they worked on various preparations, ensuring that every aspect of the pre-production workflow was addressed. The detailed steps of this phase are outlined as follows:

1.   Script Writing

In the scriptwriting phase, the researcher began by gathering references from YouTube, analyzing several videos with similar concepts—especially documentary-

style promotional content showcasing tourist destinations. The script was first written in Indonesian, then translated into English for subtitles, ensuring the video could appeal to a wider, international audience.

The narrative follows a young woman from the city who, for the first time, visits a traditional market situated in the middle of rice fields. She is captivated by its beauty and the surrounding landscape, feeling an almost seamless connection with the environment. While developing the script, the researchers visualized each scene as it would be delivered by the narrator. One such scene depicts the young woman walking slowly through the market, observing the lively exchanges between vendors and visitors. The video also includes interviews with prominent local figures who share stories about the market's history, cultural significance, and the collective efforts that sustain it.

The script employs clear and simple language, making it easy for viewers to follow while fostering an emotional connection to the story. Figure 4.1 illustrates the voiceover narration script, while Figure 4.2 presents the dialogue for the characters.

Indonesian	English
Di tengah hamparan sawah yang hijau, kehidupan desa bersemi dengan keindahan alamnya.	Surrounded by green rice fields, village life flourishes with the beauty of nature.
Setiap langkah kaki, mengantarkan pada jejak budaya yang tetap hidup.	Every single step leads to living cultural traces.
Menyusuri pematang yang memikat, menjanjikan pertemuan dengan keaslian budaya	Walking through the charming fields, you'll experience authentic culture.
Pemandangan yang menyejukkan dan suara alam yang meresap menjelma jadi kenangan yang tak terlupa.	The soothing scenery and immersive sounds of nature become unforgettable memories.
Terlihat dari kejauhan, berdirilah sebuah pasar yang tak biasa	From a distance, a market unlike any other quietly stands.
riuh pasar ini adalah lukisan cerita, sederhana namun sarat makna.	The hustle and bustle of this market is a vivid picture, simple yet rich in meaning.
menjadi jembatan antara tradisi dan modernitas.	It becomes a bridge between tradition and modernity.
Setiap sudut yang terekam adalah goresan kuas,	Every corner captured is a brushstroke,
setiap gerakan di bawah sana adalah tinta yang bercerita.	Every movement below flows like ink, narrating its own story.
Pasar Sawahan, berada di Desa Wisata Kalongan, Kabupaten Semarang, merupakan cerminan kehidupan masyarakat Desa Kalongan.	Pasar Sawahan, located in Kalongan Tourism Village, Semarang Regency, reflects the life of the Kalongan Village community.

Figure 4. 2 Voice-Over Script

Indonesian	English
"Ini apa ya bu?"	"What is this, ma'am?"
"Oh ini bank Pasar Sawahan mbak, tempat penukaran uang atau uli."	"Oh, this is Bank of *Pasar Sawahan*, where you can exchange money or *uli*."
"Uang uli itu apa ya bu?"	"What is *uang uli*, ma'am?"
"Oh, uang uli itu adalah sarana untuk transaksi di Pasar Sawahan ini."	"*Uang uli* is the currency used for transactions at *Pasar Sawahan*."
"Kalau gitu saya mau deh tukar 30 ribu."	"Then I'd like to exchange 30 thousand."
"Oh iya, boleh."	"Oh, sure."
"Terimakasih bu."	"Thank you, ma'am."
"Terimakasih kembali."	"You're welcome."
"Uang uli itu sebagai ganti uang rupiah. Karena di Pasar Sawahan transaksinya itu hanya pakai uang uli, bukan uang rupiah."	"*Uang uli* is used instead of rupiah, because at *Pasar Sawahan*, transactions are only made using *uang uli*."
"Itu disesuaikan dengan konsep Pasar Sawahan yang konsepnya adalah kembali ke jaman dulu, atau bisa dibilang jaman Majapahit."	"This is in line with the concept of *Pasar Sawahan*, which is back to the old days, or it can be said the Majapahit era."
"Kalau jaman dulu itu orang dagang pakai barter, istilahnya barang tukar barang."	"In the past, people traded using barter, or goods for goods."
"Tapi kalau sekarang sekiranya itu tidak memukingkan barang dengan barang makanya kita tukar dengan uang uli."	"But nowadays, it is not possible to exchange goods for goods, so we trade with *uang uli*."
"Nah uang uli itu sendiri, mengapa dikatakan uang uli itu disesuaikan dengan nama pasarnya yaitu Pasar Sawahan."	"Now, *uang uli* itself, why is it called *uang uli*, because it is adapted to the name of the market, which is *Pasar Sawahan*."
"Sedangkan "Uli" itu diambil dari kata sebatang padi. Itu namanya Uli kalau disini."	"Meanwhile, "*Uli*" is derived from the word for a stalk of rice. That's what it's called here."
"Jadi kita sesuaikan dengan namanya, dengan lokasinya, di sawahan."	"So we adapted it to the name and the location, in the rice fields."
"Kemudian mata uangnya kita namakan mata uang uli, begitu mas."	"Then, we name it '*Uang Uli*'"
"Itu saya bisa menyimpulkan bahwa masyarakat Kalongan itu ramah."	"So I can say that the people of Kalongan are friendly."

Figure 4. 3 Actors Script

2.   Creating Storyboards

Storyboard creation is the process of producing visual sketches that guide the director—in this case, the researcher—in giving clear instructions to the cameraman during filming. At this stage, the director must also have a solid understanding of the most suitable camera angles for each scene. The researcher created the storyboard using sketches made with the StoryTribe platform, drawing from firsthand observations at each planned filming location.

Before developing the storyboard, the researcher conducted detailed observations at the selected locations to better grasp the setting, atmosphere, and visual elements relevant to the production. During these visits, the researcher captured photographs of objects, scenes, and environmental details deemed important or potentially featured in the video. These images served as visual references, helping ensure accuracy and consistency in the storyboard.

By using this field documentation, the researcher was able to anticipate suitable camera angles, plan visual compositions, and arrange the narrative sequence more effectively, ensuring the storyboard reflected the real conditions of the filming site. An example of one such photo, later modified into a storyboard sketch, is shown in the following image.

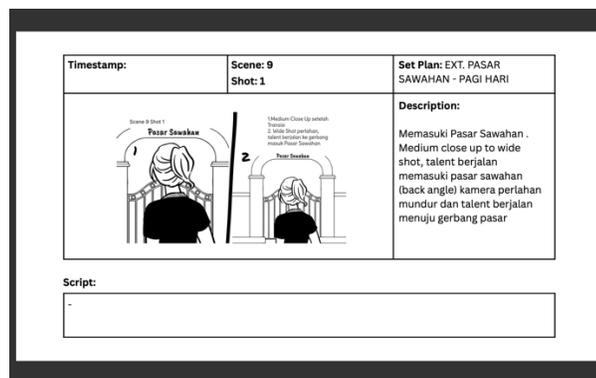Figure 4. 4 Photos for Storyboard

Figure 4. 5 Storyboard Results Based on Photos

3.   Location Survey and Permit

Location scouting and permit acquisition are key steps in the pre-production process. Location scouting involves visiting the chosen sites such as *Pasar Sawahan* to determine the best timing, camera angles, and shooting points. This step ensures

the locations align with the script and helps the director and crew work efficiently on the filming day without uncertainty about where to shoot.

Equally important is securing the necessary filming permits. The researchers are responsible for preparing and submitting official documents to gain approval from the relevant authorities. In this case, two permits were required: one addressed to the Kalongan Village Government and another to the Loka Jaya Kalongan Tourism Awareness Group (Pokdarwis). These approvals are essential to ensure the filming process proceeds legally, smoothly, and without disruptions from outside parties.

Figure 4. 6 Location Permit Form for Desa Kalongan

Figure 4. 7 Location Permit Form for Pokdarwis Loka Jaya Kalongan

4. Creating Consent Form and Plain Language Statement

At this stage, researcher proceeded to prepare the Consent Form and Plain Language Statement documents to be provided to the interviewees before conducting the interview sessions.

Figure 4. 8 Plain Language Statement

At this stage, the researchers prepare a Consent Form along with a Plain Language Statement to be provided to the interviewee before the interview takes place. The Plain Language Statement is designed to clearly and simply explain the

purpose and goals of the documentary, ensuring the interviewee fully understands the information before giving consent—so that their agreement is informed and voluntary, not given out of obligation or misunderstanding.

Figure 4. 9 Consent Form

The Consent Form is an official document in which the interviewee provides written permission to take part in the interview and be recorded, allowing the use of their image, voice, and any information they share. This document also serves as legal protection for the researcher as the producer of the documentary.

5.   Shooting Schedules

The researchers created a detailed shooting schedule to keep the production phase organized and efficient. Following this plan, filming was carried out on July 13, 2025, beginning at 6:00 a.m. The production covered two main locations: *Pasar Sawahan* and the home of Mr. Mukhtar Efendi, Head of the Loka Jaya Kalongan Tourism Awareness Group (Pokdarwis). Time was carefully managed throughout the day to prevent delays and ensure the filming process ran smoothly.

Table 4. 1 Shooting Schedules

Date	July 13, 2025
Meeting Point	Pasar Sawahan Kalongan at 6.00 AM
Additional Information	Interview ar Mr. Mukhtar Efendi's house

4.1.3 Developing Preliminary Form of Product

Borg and Gall (1983) describe the "Early Product Development" stage as the phase of designing and creating initial prototypes. This stage is divided into two key parts: production and post-production. The production phase involves putting pre-production plans into action, which includes filming on location or in a studio, directing actor performances, and operating technical equipment such as cameras, lighting, and audio. The researchers will detail the production process of this promotional video in the following section.

4.1.3.1 Production

Morissan (2015) explains that this stage covers all image and sound recording activities, whether done in a controlled studio setting or an outdoor location—a process often referred to as "tapping." It includes capturing the main footage, gathering supplementary B-roll shots, conducting interviews, and recording audio. Every visual element is planned with attention to shot types and narrative flow to ensure the message is delivered clearly and effectively.

This production process includes shooting techniques, shot selection, reasons for selecting shooting techniques and shots, angle selection, and interviews with informants. This section will be explained in more detail by researcher partner Zulfikar Arifiyan Nurhikam.

4.1.3.2 Post-Production

    a. Image Editing

        The post-production phase started with the selection of a video editor. After conducting thorough research, the researcher decided to collaborate with under60second as the editor. Once the editor was chosen, the researcher, who also served as the videographer, transferred all recorded video and audio files to a laptop to begin the editing process. The promotional video was edited using a combination of Adobe Premiere Pro, Catalyst Browse, and Adobe Podcast. Additional details regarding the chosen editor are provided below.

Phone : 082113444072

Instagram : @under60scnd

Email : undr60scndmedia@gmail.com

        Following the selection of the editor, the next phase was compositing, which involved combining different video elements into a cohesive sequence. At this stage, the editor imported the recorded footage and began the editing process using Adobe Premiere Pro 2023. To accurately construct the short film, the editor needed to understand the storyline, making the storyboard created by the researcher, who also served as the director—a vital reference throughout the process.

        After reviewing both the script and the raw footage, the editor began editing by creating an Edit Decision List (EDL) and trimming the footage to align with the narrative. Maintaining consistency between the video sequence and the story was essential; any mismatch or disordered scenes could compromise the overall message. The first version of the film, known as the Rough Cut, was then produced. Once the video was structured in line with the storyline and the director approved the visuals, the editor proceeded to lock the picture, finalizing the visual edit. Only after this step could the team move on to adding narration and editing the audio components.
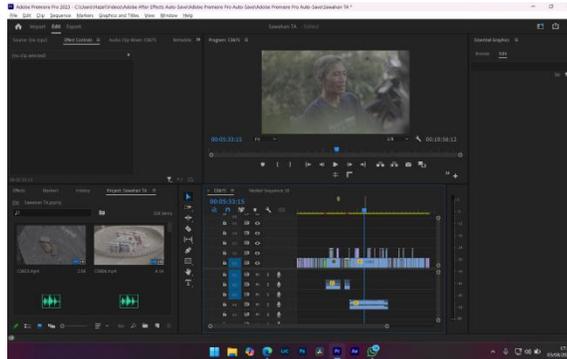
Figure 4. 10 Compositing Timeline

b. Creating Sound

Once the picture was locked, the next phase focused on sound editing. The editor took charge of organizing the audio tracks, trimming dialogue, eliminating background noise, and enriching the overall sound with effects. This stage also included adding voice-over narration, as the promotional video featured multiple scenes that required actors to provide narrated voice-overs.
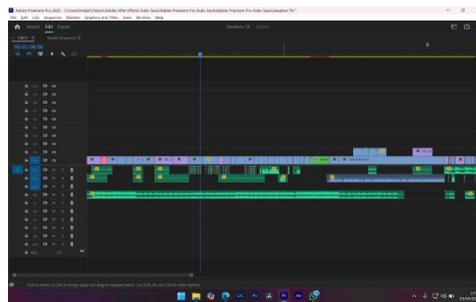

Figure 4. 11 Creating Sound

c. Scoring and Securing Music

After the voice narration was added, the next step involved choosing background music that fit the tone of the promotional video *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan."* Given the film's cinematic visuals and emotional storyline, the soundtrack needed to be both dramatic and moving. The music was sourced from YouTube, with a priority on tracks that were

free from copyright restrictions. Once the soundtrack was selected and added, the process moved into sound mixing—balancing and syncing the voiceover with the background music. The following page includes a visual guide illustrating how this stage was carried out.
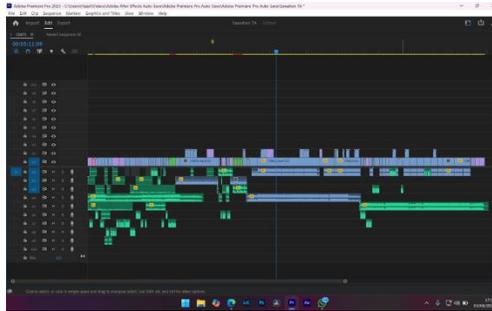

Figure 4. 12 SFX and Scoring

d. Sound Mixing

Once the music, sound effects, and narration were in place, the next step was layering and balancing all the audio elements. This equalization stage aimed to create a cohesive sound mix that would enhance the emotional impact of the story. In this promotional video, sound effects included ambient market noise and the sound of footsteps—added to make the audio feel more natural and immersive. Meanwhile, the background music selected by the researcher helped to further support the mood and tone of the video. Some examples of the music used are listed below.

1. Africa 2 by Infraction
2. Epic Orchestra Java by Framelens Music
3. Heroes (Epic Action Cinematic) by Infraction
4. Sound of Orchestra Java by Framelens Music

e. Adding VFX

The following stage is Visual Effects (VFX). While VFX is commonly used in films to add imaginative elements or enhance visuals, this promotional video intentionally avoided using any visual effects. The choice was made to preserve simplicity and maintain the authenticity of the visuals, allowing the story and cinematography to speak for themselves. As a result, every scene in the film consists solely of original footage, without any added digital effects.

f. Color Grading

Color grading is a crucial step in shaping the visual tone of a film by adjusting and enhancing colors to achieve a specific look and feel. This process involves fine-tuning color balance and tone to create a cohesive and visually appealing style. Much like how a painter uses color to set the mood on a canvas, color grading helps establish emotion and atmosphere in a film. It also helps unify shots captured in varying lighting conditions and corrects any visual inconsistencies.

In this short film, the color grading approach was kept relatively simple, thanks to the clean footage captured using the Sony ZVE-10 and a combination of lenses: the Viltrox 56mm F1.4, Sony Kit Lens 16-50mm F3.5-F5, and Meike Manual Lens 35mm F1.8. The editor used Adobe Premiere Pro and applied a specific Color Look-Up Table (LUT), including Rec709 S-Log 3, basic color corrections, SL Matrix Mars creative look, adjustments to curves and RGB levels, and fine-tuning with the color wheel.

To show the impact of these adjustments, this and next page includes before-and-after visuals, along with a breakdown of the color grading process used to enhance the overall look of the video.
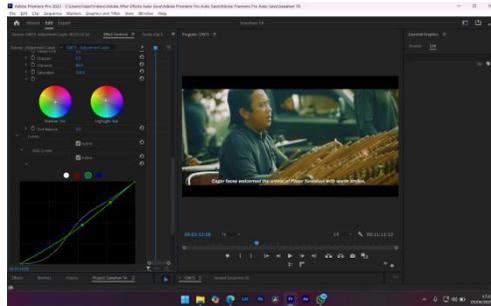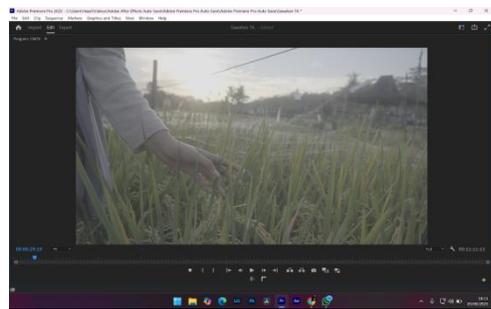
Figure 4. 13 Color Grading
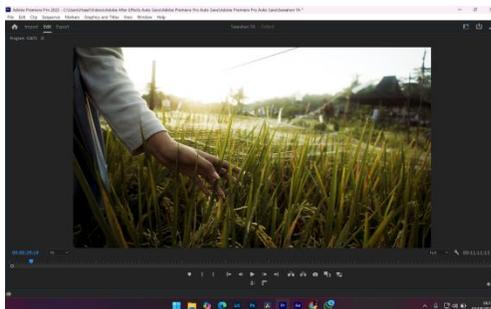

Figure 4. 14 Before Color Grading

Figure 4. 15 After Color Grading

g. Adding Titles, Credits, and Subtitles

Adding titles, credits, and subtitles is a key part of the promotional video production process. It begins with designing the main title using fonts and visual styles that align with the film's theme and mood, creating an appealing and cohesive look that captures the essence of the story. For this project, the researcher selected a distinctive cinematic font to enhance the visual impact. The title design was created

in Adobe Photoshop to allow for more flexible customization, using the fonts Nimbus Sans Becker PBIa and Microsoft Yi Baiti.
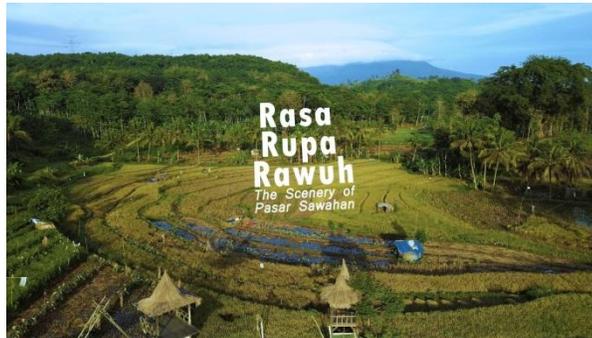

Figure 4. 16 Title

The next step involves creating the opening and closing credits, which typically list the key cast and crew members who contributed to the video, such as the actors, director, scriptwriter, and editor. However, for this project, the researcher decided to include only the closing credits, as the opening credits were considered unnecessary.

Figure 4. 17 Credits
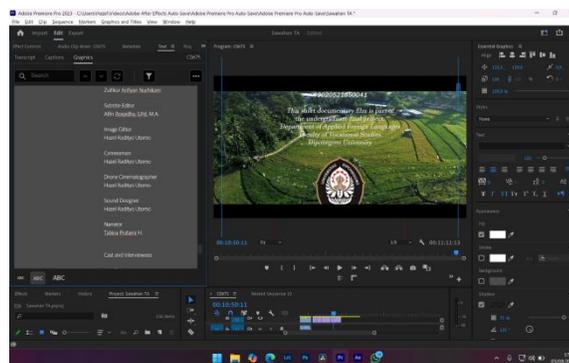
An essential part of this stage is adding translated subtitles to make the video more accessible to a wider audience. This helps viewers from different backgrounds understand the content more clearly, including information about tourist spots and the history of *Pasar Sawahan*. To add the subtitles, the researcher used Adobe Premiere Pro, applying the Franklin Gothic Medium font at size 90.
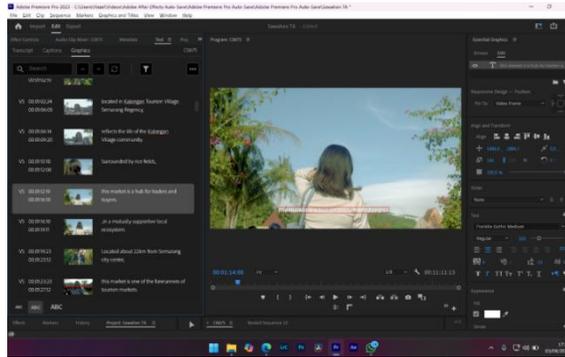
Figure 4. 18 Adding Subtitles

h. Subtitling Process

The subtitling process in the data above shows adjustments from the source language (SL) to the target language (TL) while still paying attention to readability, clarity, and space and time limitations. For example, the SL sentence *"Di tengah hamparan sawah yang hijau, kehidupan desa bersemi dengan keindahan alamnya"* was translated into "In the middle of green rice fields, village life flourishes in natural beauty." This translation was chosen because it is shorter, but still conveys the essence of the message about the beauty of rural nature. Similarly, the sentence *"Setiap langkah kaki, mengantarkan pada jejak budaya yang tetap hidup"* is changed to "Every single step leads to living cultural traces." This translation is more concise and fits the duration of the subtitle, but the meaning of cultural preservation is still preserved.

The translation choices marked in yellow are based on the need to make the text more communicative, easier for the audience to understand, and remain consistent with the visuals in the documentary. Sentences from the source language are simplified not to reduce meaning, but to suit the characteristics of subtitles, which require efficiency and clarity of message. In this way, the main meaning is still conveyed, while the technical limitations of subtitling can be met.

Bsu	Bsa
"Ini apa ya bu?"	"What is this, ma'am?"
"Oh ini bank Pasar Sawahan mbak, tempat penukaran uang atau uli."	"Oh, this is Bank of Pasar Sawahan, where you can exchange money or uli."
"Uang uli itu apa ya bu?"	"What is uang uli, ma'am?"
"Oh, uang uli itu adalah sarana untuk transaksi di Pasar Sawahan ini."	"Uang uli is the currency used for transactions at Pasar Sawahan."
"Kalau gitu saya mau deh tukar 30 ribu."	"Then I'd like to exchange 30 thousand."
"Oh iya, boleh."	"Oh, sure."
"Terimakasih bu."	"Thank you, ma'am."
"Terimakasih kembali."	"You're welcome."
"Uang uli itu sebagai ganti uang rupiah. Karena di Pasar Sawahan transaksinya itu hanya pakai uang uli, bukan uang rupiah."	"Uang uli is used instead of rupiah, because at Pasar Sawahan, transactions are only made using uang uli."
"Itu disesuaikan dengan konsep Pasar Sawahan yang konsepnya adalah kembali ke jaman dulu, atau bisa dibilang jaman Majapahit."	"This is in line with the concept of Pasar Sawahan, which is back to the old days, or it can be said the Majapahit era."
"Kalau jaman dulu itu orang dagang pakai barter, istilahnya barang tukar barang."	"In the past, people traded using barter, or goods for goods."
"Tapi kalau sekarang sekiranya itu tidak memukingkan barang dengan barang makanya kita tukar dengan uang uli."	"But nowadays, it is not possible to exchange goods for goods, so we trade with uang uli."

BSu	BSa
Di tengah hamparan sawah yang hijau, kehidupan desa bersemi dengan keindahan alamnya.	Surrounded by green rice fields, village life flourishes with the beauty of nature. In the middle of green rice fields, village life flourishes in natural beauty.
Setiap langkah kaki, mengantarkan pada jejak budaya yang tetap hidup.	Every step of the way leads to traces of a culture that is still alive. Every single step leads to living cultural traces.
Menyusuri pematang yang memikat, menjanjikan pertemuan dengan keaslian budaya	Walking along charming paths, you'll get to experience authentic culture. Walking through the charming fields, encountering authentic culture
Pemandangan yang menyejukkan dan suara alam yang meresap menjelma jadi kenangan yang tak terlupa.	The soothing scenery and immersive sounds of nature become unforgettable memories.
Terlihat dari kejauhan, berdirilah sebuah pasar yang tak biasa	Visible from afar, stands an unusual market. From a distance, a market unlike any other quietly stands.

Figure 4. 19 Subtitling Process

i. Digital Cinema Package

The Digital Cinema Package (DCP) stage involves key steps to prepare the promotional video for distribution. Even though the video won't be shown in theaters or on streaming platforms such as Netflix, HBO, etc., it's still important to conduct quality control to ensure there are no technical or visual issues. This final check helps guarantee the video is ready for smooth and professional release on YouTube.

4.1.4 Preliminary Field Testing

At this stage, the researcher presents the initial product to supervisors, who are experts in materials and media, for evaluation. The assessment covers two main aspects: materials including content accuracy and language use and media, focusing on the visual quality of the short film. To guide this process, the researcher provides a validation form to the supervisor, who acts as the validator. The form offers three possible ratings: acceptable without revision, acceptable with revisions according to guidelines, or unacceptable.

As shown in Figure 4.23, on August 8, 2025, the supervisor signed the validation statement, marking it as acceptable with revisions according to guidelines. The feedback included several points for improvement, such as correcting spelling

errors in the subtitles, changing the subtitle font from italics to regular, and readjusting the audio mix. Based on these suggestions, the researcher proceeded to revise the product before moving forward.

Some elements required revision, such as reviewing the subtitles to correct any spelling mistakes, changing the font style from italic to regular, and adjusting the sound mixing. Once the supervisor provided validation, the researcher proceeded to make these revisions to the final product.

Figure 4. 20 Signed Validation Form

4.1.5 Revising Main Product

During the revision process, several adjustments were made to the main product. The subtitle font was changed from italic to regular to improve readability, and the sound mixing was carefully refined to produce a more balanced and professional audio quality. In addition, the film was enriched with more specific information about the *Pasar Sawahan* event.

Table 4. 2 Before and After Revising

Before	After	Description
		Added the unique characteristic of *Pasar Sawahan*, which is only open every *Minggu Pahing* and *Minggu Legi*.
		Changed the subtitle format from two lines to one line, and switching from italics to normal style.
		Adjusted the sound effect of footsteps, which was previously too loud and exceeded the duration of the scene.
		Adjusted the volume of the interview scene, which was previously too low
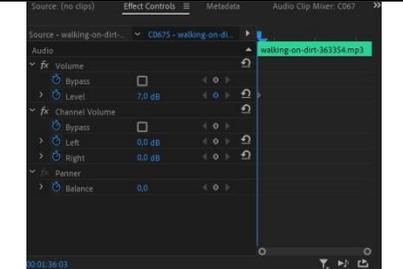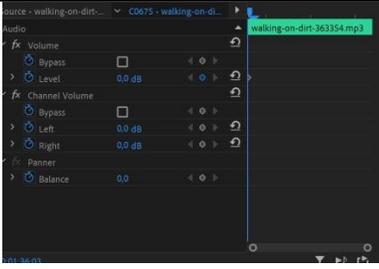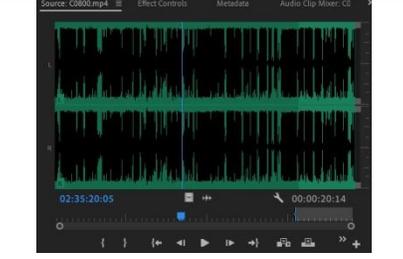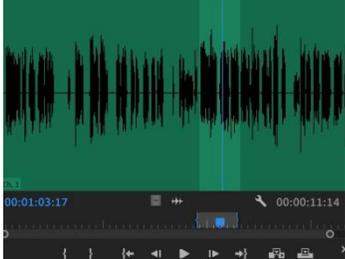
4.1.6 Operational Field Testing

The Operational Field Testing of the documentary *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"* was carried out as an initial step prior to its release on YouTube. The evaluation focused on three main aspects: content, visual and audio quality, and language. Four respondent groups participated in the survey—residents of Kalongan Village, Applied Foreign Language students, the general student population, and an international audiences. Using a structured survey with a 4-point Likert scale, data was collected between August 18 and 22, 2025. The feedback obtained from this stage served as the basis for refining the documentary, ensuring the final version was both engaging and accessible to a wide audience.

A total of 26 participants took part in assessing the content of the documentary film *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan."* These participants were students from the Applied Foreign Languages Study Program, chosen for their academic backgrounds, which were deemed relevant for providing valuable feedback on the film's content. Additionally, 22 respondents from various other study programs and universities across Indonesia were also included to contribute their insights.

Next, 10 respondents were chosen from the Kalongan Village Community Group. Among them, eight were members of the Tourism Awareness Group, including the chairperson and several key members who had significantly contributed to preserving the *Pasar Sawahan* tradition. The remaining two respondents were active participants in both the *Pasar Sawahan* and other village activities. These individuals were purposefully selected to ensure that the feedback came from those with a deep understanding of the social and historical context depicted in the documentary film.

Additionally, three international respondents from the Netherlands and the United States were included to offer a global perspective. Despite their diverse academic backgrounds, they all shared a keen interest in Indonesian culture. Their

main task was to assess the clarity and accuracy of the English text created for the documentary and to evaluate how effectively its message could be understood by international viewers. Their insights were vital in enhancing the documentary's ability to resonate with a wider global audience.

1. Based on Applied Foreign Language Program Students

The questionnaire distributed to students in the Applied Foreign Languages Study Program via the Google Forms platform received responses from 26 participants. The findings are presented below.

Table 4. 3 Responses from Applied Foreign Language Program Students

No	Statements	Average	Interval
1.	The storyline of the *Pasar Sawahan* promotional video is easy to understand	3.61	Strongly Agree
2.	The promotional video provides comprehensive information about *Pasar Sawahan*'s attractions and features.	3.61	Strongly Agree
3.	The duration of the *Pasar Sawahan* promotional video feels appropriately paced and engaging	3.65	Strongly Agree
4.	Promotional Video of *Pasar Sawahan* has good image quality	3.80	Strongly Agree
5.	The editing used both visually and in video shooting techniques is good	3.73	Strongly Agree
6.	The audio quality in the *Pasar Sawahan* promotional video is clear and easy to understand.	3.73	Strongly Agree

7.	The background music/sounds in the *Pasar Sawaha*n promotional video complement well with the visual scenes	3.69	Strongly Agree
8.	The subtitles are easy to understand	3.65	Strongly Agree
9.	The subtitles match the audio appropriately.	3.69	Strongly Agree
10.	Subtitles can be viewed comfortably and are easy to read	3.73	Strongly Agree

The author gathered feedback from 26 students in the Applied Foreign Languages Program to assess the documentary film *"Rasa, Rupa, Rawuh: Enjoying the Scenery and Soul of Pasar Sawahan."* The evaluation of the content, based on statements 1 to 3, focused on the clarity of information, appeal, and video length. The average score was 3.62, which is categorized as "strongly agree." This suggests that the students found the documentary to be highly informative, accurate, and thorough in its portrayal of *Pasar Sawahan.*

In addition, the audio-visual elements were assessed through four more statements (numbers 4 to 7), which covered aspects such as image clarity, cinematography, background music, and visual effects. The average score for this section was 3.73, also falling into the "strongly agree" category. This indicates that the documentary effectively communicated its message visually and clearly.

The final statements, numbered 8 to 10, addressed linguistic aspects, including the clarity of language, narrative style, and word choice in the documentary film's translation text. The average score for these responses was 3.69, indicating that the participants strongly agreed that the language used is easy to understand and does not lead to confusion. This suggests that the vocabulary, narrative structure, and other linguistic elements have been tailored to fit the cultural context and the audience's

comprehension level. The validation of these linguistic aspects by students in the Applied Foreign Languages Program further underscores the documentary's effectiveness in conveying its message both verbally and visually, while accurately representing local culture.

2. Based on General Students

In the next phase of testing, the author distributed assessment forms via Google Forms to 22 university student respondents. The evaluation tool used was the same as the one previously utilized for the Applied Foreign Languages students, the Kalongan Village Community Group, and the international participants.

Table 4. 4 Responses from General Students

No	Statements	Average	Interval
1.	The storyline of the *Pasar Sawahan* promotional video is easy to understand	3.72	Strongly Agree
2.	The promotional video provides comprehensive information about *Pasar Sawahan*'s attractions and features.	3.63	Strongly Agree
3.	The duration of the *Pasar Sawahan* promotional video feels appropriately paced and engaging	3.45	Strongly Agree
4.	Promotional Video of *Pasar Sawahan* has good image quality	3.59	Strongly Agree
5.	The editing used both visually and in video shooting techniques is good	3.59	Strongly Agree
6.	The audio quality in the *Pasar Sawahan* promotional video is clear and easy to understand.	3.68	Strongly Agree

7.	The background music/sounds in the *Pasar Sawaha*n promotional video complement well with the visual scenes	3.68	Strongly Agree
8.	The subtitles are easy to understand	3.68	Strongly Agree
9.	The subtitles match the audio appropriately.	3.68	Strongly Agree
10.	Subtitles can be viewed comfortably and are easy to read	3.54	Strongly Agree

According to the evaluation results from 22 student respondents, the documentary film *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"* received "strongly agree" ratings in all areas, including content, audio-visual quality, and language. This suggests that the documentary is effective in delivering information in a comprehensive, engaging, and easily understandable way. Regarding content, the film was found to be informative and capable of sparking curiosity and interest in visiting *Pasar Sawahan.* In terms of audio-visual quality, respondents appreciated the visual clarity, background music, and transitions that effectively enhanced the narrative. Additionally, the language used was considered clear, easy to understand, and suitable for a general audience. Overall, these findings indicate that the documentary meets the quality standards necessary for public distribution.

3. Based on Foreign Respondents

During the testing phase, the author engaged three respondents from the international audience category, including two from the Netherlands and one from the United States. The evaluation focused on three key aspects: content, audio-visual quality, and language. The content aspect assessed three statements regarding the accuracy of information, its appeal, the motivation it generated to learn more, and the

respondents' understanding of *Pasar Sawahan*. Overall, the feedback was very positive, emphasizing the clarity and completeness of the information provided. To make the results easier to interpret, the author also presented a summary of the evaluation in table format for each aspect.

Table 4. 5 Response from International Audiences

No	Statements	Average	Interval
1.	The storyline of the *Pasar Sawahan* promotional video is easy to understand	3.66	Strongly Agree
2.	The promotional video provides comprehensive information about *Pasar Sawahan*'s attractions and features.	4.00	Strongly Agree
3.	The duration of the *Pasar Sawahan* promotional video feels appropriately paced and engaging	3.33	Strongly Agree
4.	Promotional Video of *Pasar Sawahan* has good image quality	4.00	Strongly Agree
5.	The editing used both visually and in video shooting techniques is good	4.00	Strongly Agree
6.	The audio quality in the *Pasar Sawahan* promotional video is clear and easy to understand.	3.66	Strongly Agree
7.	The background music/sounds in the *Pasar Sawaha*n promotional video complement well with the visual scenes	4.00	Strongly Agree

No	Statements	Average	Interval
8.	The subtitles are easy to understand	3.33	Strongly Agree
9.	The subtitles match the audio appropriately.	3.33	Strongly Agree
10.	Subtitles can be viewed comfortably and are easy to read	3.30	Strongly Agree

According to the assessments of three international respondents from the Netherlands and the United States, the documentary *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* received largely positive feedback. For the content aspect, the statement on the completeness of information was rated "Strongly Agree," showing that the documentary successfully delivered clear and thorough insights about *Pasar Sawahan.* Regarding audio-visual quality and language use, all indicators were also rated "Strongly Agree." Respondents found the visuals, audio clarity, cinematography, and the language and terminology used to be appropriate, clear, and easily understandable for an international audience. Overall, the documentary is considered effective in communicating its message to viewers from other countries.

4. Based on Kalongan Village Community Group

The questionnaire administered to Kalongan Village Community Group through the Google Forms platform generated responses from 9 participants, the results of which are presented as follows.

Table 4. 6 Responses from Kalongan Village Community Group

No	Statements	Average	Interval
1.	The storyline of the *Pasar Sawahan* promotional video is easy to understand	3.80	Strongly Agree

2.	The promotional video provides comprehensive information about *Pasar Sawahan*'s attractions and features.	3.70	Strongly Agree
3.	The duration of the *Pasar Sawahan* promotional video feels appropriately paced and engaging	3.70	Strongly Agree
4.	Promotional Video of *Pasar Sawahan* has good image quality	3.60	Strongly Agree
5.	The editing used both visually and in video shooting techniques is good	3.70	Strongly Agree
6.	The audio quality in the *Pasar Sawahan* promotional video is clear and easy to understand.	3.90	Strongly Agree
7.	The background music/sounds in the *Pasar Sawaha*n promotional video complement well with the visual scenes	3.50	Strongly Agree
8.	The subtitles are easy to understand	3.80	Strongly Agree
9.	The subtitles match the audio appropriately.	3.80	Strongly Agree
10.	Subtitles can be viewed comfortably and are easy to read	3.60	Strongly Agree

Based on feedback from ten respondents from the Kalongan Village Community Group, the documentary *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* received "Strongly Agree" ratings across all evaluated aspects, including content, audio-visual quality, and language. For content, the

documentary was seen as informative and successful in sparking curiosity and interest in visiting *Pasar Sawahan.* In terms of audio-visual quality, respondents appreciated the visuals, background music, and transitions, noting that they effectively supported the storytelling. The language used was also considered clear, easy to understand, and suitable for a general audience. Overall, the results suggest that the documentary meets the expected standards of quality.

4.1.7 Disseminating and Implementing

Based on the results of operational field testing conducted on 58 respondents, the results strongly agreed with the statements provided. Regarding this, the researcher did not make any further revisions because the results had already reached the standard for good assessment results from the respondents.

After completing several stages of production and revision, the *Pasar Sawahan* promotional video has reached its final version and is now stored on Google Drive. The next step is to publish it on the YouTube channel of the Applied Foreign Languages Study Program. The video, titled *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan,"* is intended to attract a wide audience and encourage viewers to experience the unique atmosphere of *Pasar Sawahan*.

Figure 4. 21 Video Uploaded to Youtube

Furthermore, this promotion also aimed to invite foreign tourists to explore *Desa Wisata Kalongan*, with *Pasar Sawahan* as one of its main attractions. It is expected that the video will spark interest among both local and international visitors

to experience the traditional atmosphere and enjoy the distinctive culinary offerings of *Desa Wisata Kalongan* and Semarang at *Pasar Sawahan*. The video is distributed by sharing its link, and the promotional video titled *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"* can be accessed here: https://youtu.be/E_JEP0imeFE. The promotional video was also made accessible through *Pasar Sawahan's* official social media channels, including Instagram and Facebook. This approach aimed to broaden its dissemination and enhance visibility, allowing both local and international audiences to discover the content more easily.

The researchers have also registered the copyright for this promotional video with the Directorate General of Intellectual Property. The following is the copyright registration certificate for this video:

Figure 4. 22 Copyright Certificate

4.2 Discussion

The findings of this study showed that the promotional video *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"* served as an effective medium to promote *Pasar Sawahan* as both a culinary and cultural tourism destination. This outcome aligned with the issues raised in Chapter I, which pointed out the lack of professional promotional media to showcase the potential of traditional markets. Based on field observations, *Pasar Sawahan* was not only a place

for economic activity but also a hub for social interaction, a space for preserving Javanese culture, and a symbol of local identity. For this reason, the creation of creative and informative promotional media was considered essential to increase its attractiveness, especially in the face of competition from modern tourist destinations.

From a theoretical perspective in Chapter II, this study reinforced previous findings regarding the effectiveness of video as a promotional medium. Panegak and Kusumandyoko (2021) proved that video media was more capable of attracting public attention than static media, while Desmira and Purbohastuti (2021) showed that promotional videos could significantly boost tourist interest. The results of this study aligned with these findings, as respondents stated that the visual elements in the *Pasar Sawahan* video—from the market atmosphere, seller-buyer interactions, to the rice field panoramas—played a crucial role in creating emotional appeal. Kotler and Keller (2016) even emphasized that "planning a promotional video must begin with a deep understanding of the product, the target audience, and the objectives of the campaign." This statement was clearly evident in the production process, which focused on the identity of *Pasar Sawahan* as a culinary and cultural destination.

This success was also inseparable from the use of appropriate filming techniques. As explained by Fachruddin (2012), the choice of camera technique could influence how viewers felt and understood a scene. In this video, various techniques were employed, ranging from long shots to capture the overall atmosphere of the market, medium shots to depict interactions between sellers and buyers, to close-ups that highlighted details of traditional food. Camera movements such as pans and tilts were used to follow market activities, while zooms and dollies emphasized focus on visitors' expressions or product details. Through this combination, the video not only presented information but also built dramatic and emotional nuances that supported storytelling.

Furthermore, this study also supported the findings of Ratna and Saputri (2023), who emphasized that promotional media were effective when they were able to convey the identity and uniqueness of a destination. The narrative presented in the

Pasar Sawahan video not only promoted cuisine but also incorporated the values of mutual cooperation, history, and local wisdom that were part of the branding of *Desa Wisata Kalongan.* Marlina and Hidayati (2023) asserted that "branding is an effective way to introduce tourism products by providing detailed and engaging information that builds a clear identity." This was reflected in the video, where visuals, narratives, and filming techniques came together to create an authentic image of the destination.

From a methodological perspective, the use of the Research and Development (R&D) approach with a simplified Borg and Gall model proved to be relevant. Borg and Gall (1983) explained that the primary goal of research and development is not just to create new products, but also to evaluate and refine them for practical, real-world use. Borg and Gall (1983) described the research and development (R&D) process as consisting of ten essential stages. These stages begin with research and data collection, followed by planning and the creation of an initial product prototype. The process then continues with preliminary field testing, revision of the main product, and main field testing. Afterward, the product undergoes further refinement into an operational version, which is tested again in operational field trials. The final steps involve making necessary revisions, producing the finalized product, and ultimately disseminating and implementing it.

The sequential process of research and information collection, planning, developing a preliminary product, conducting preliminary field tests, revising the main product, performing operational field tests, and disseminating and implementing the findings ensured that the resulting product not only met technical standards but was also effective in the eyes of the audience. The choice to exclude the remaining three steps Main Field Testing, Revising Operational Product, and Revising Final Product was made with consideration of time efficiency, process effectiveness, and the practical scope of the project.

The exclusion of the Main Field Testing stage was justified by the fact that the validation process and user feedback were incorporated directly into the Operational Field Testing stage, which is deemed more relevant for generating realistic and

applicable data under real usage conditions. Furthermore, given the positive results obtained during the Preliminary Field Testing stage, operational testing was deemed sufficient as the final validation stage, rendering additional intermediate testing unnecessary. Positive responses from various respondent groups—local residents, students, and international audiences—demonstrated that this promotional video successfully conveyed its message across cultures.

Distribution through YouTube further strengthened the effectiveness of promotion. Kaur (2017) stated that "YouTube allows tourism industry players to showcase high-quality videos that highlight natural beauty, cultural richness, and tourist activities." In line with this, Naibaho and Harahap (2023) emphasized that digital media played an important role in expanding the reach of promotion through SEO and audience interaction. This demonstrated that using YouTube as a video distribution platform for *Pasar Sawahan* was an effective strategy for reaching a global audience.

In this study, the inclusion of subtitles in the video plays a crucial role, as they serve as an effective medium for delivering information to the audience (Afriana et al., 2017). Subtitles also help viewers to more easily understand and access the information contained in the video (Talaván & Arancón, 2014). In subtitling, translators often use various strategies to overcome challenges during the translation process. Owji (2013) explains that strategies are employed to resolve issues that arise while translating.

Overall, the results of this study confirmed that the production of R&D-based promotional videos could be an effective branding strategy for traditional tourist destinations. The success of the *"Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan"* video lay not only in the culinary and cultural content it showcased but also in the cinematographic techniques that supported the narrative, a strong theoretical foundation, and strategic digital distribution. With positive audience feedback, this product had the potential to increase tourist visits, boost the

local creative economy, and simultaneously preserve the culture of Kalongan Village through *Pasar Sawahan*.

The evaluation results from four respondent groups—students of the Applied Foreign Language Study Program, general students, foreign participants, and members of the Kalongan Village Community Group—indicated consistently positive responses toward the documentary *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan*. Across all groups, the content, audio-visual quality, and language were rated at the "strongly agree" level. The documentary was perceived as informative, engaging, and effective in generating interest in *Pasar Sawahan,* with visuals, background music, and cinematography acknowledged as clear and supportive of the narrative. Furthermore, the language was considered clear, accessible, and culturally appropriate, including by international respondents who noted its comprehensibility across audiences. Overall, the findings demonstrate that the documentary successfully delivered its message both visually and verbally while meeting quality standards suitable for broader dissemination.