

**CREATING BILINGUAL YOUTUBE CONTENT TO PROMOTE VIANA
TRAVELLING SEMARANG**



FINAL ASSIGNMENT

A Partial Fulfilment of the Requirements for the English Diploma III Degree

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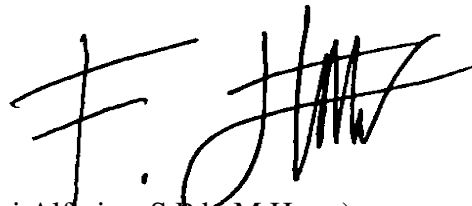
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The Writer,

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ABSTRACT

Viana Traveling is a travel agency that can follow the development of tourism business in Semarang. In this case, several collaborations between companies or foreign tourists have become a business development in tourism sector. English plays an important role in linking cooperation between foreign travel agency and foreign tourists. Therefore, the writer proposed to use bilingual YouTube content which provides complete information related to Viana Traveling. This study focuses on creating bilingual YouTube content as Promotion Media for Viana Travelling Semarang. In collecting the data, the writer did interview, observation, and library research. The final result of this report is Bilingual YouTube Content that can promote Viana Travelling Semarang through online media.

Keywords: Viana Travelling Semarang, Bilingual YouTube Content, Promotion Media

CHAPTER I

INTRODUCTION

1.1. Background of Study

A tour agency is a travel brokerage service that provides a variety of services in recreation. The services provided to customers are in the form of superior tour packages, comfort in travel, and other services. For the types of tour packages in the form of family tours, religious pilgrimage tours, industry visits, and student tours. In this case, the tourist bureau is located in the tourism sector which is the center of development in the business world. Viana Traveling is a tourist agency located in the city of Semarang. The location of Viana Traveling is on Jl. Bukit Palem Merah, Meteseh, Kec. Tembalang, Semarang City, 50272 Central Java, Indonesia.

Viana Traveling Semarang was founded on 24 September 2018 and was inaugurated by Notary Cahya Nurani Indah Sulistyawati. This travel agency company is also one of the family businesses of Mr. Sugeng Suwarno (Owner of the Tourism Bureau). There is information related to tourism activities which are a source of tourism development in Semarang due to Covid-19 which is an obstacle to these activities. Some of the problems that exist in the company are related to the lack of promotional innovation in social media which is increasingly developing today. Although several media have already taken places, such as Instagram, and Facebook. However, there are several languages needed to extend promotions and information to customers. Namely, English which is indispensable to attract customers who come from abroad. Information in Viana Traveling Semarang is still very little and also not well organized, such as making tour packages, complete information related to tours, arrangement and copywriters in promoting through social media are also not well organized. So, promotion through social media which is the goal is the promotion of YouTube content with a variety of interesting information using bilingual between use of Indonesian and English.

Social media is a means of conveying various information including the distribution of advertisements in current conditions through the YouTube application. YouTube can help spread advertisements with technological developments in the form of attractive videos. This can make someone sort out the various information

conveyed by social media. Therefore, this is one of the importance of social media in conveying information through YouTube.

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According to Sianipar (2013) in (Samosir, Pitasari, & Purwaka, 2018), YouTube is a database containing video content that is popular on social media as well as a very helpful provider of various information. YouTube has a function to search for video information or view videos directly. In this case, it means that YouTube is a social media that has information that can be seen directly through videos that have a variety of unique video content.

YouTube is a social media that aims to promote tourism activities from the opening to the end of the trip that has been planned by the Viana Traveling Semarang company. The information provided is bilingual usage which serves to expand a promotion related to tourism. Therefore, language is one of the targets that will become the media in writing to expand information about Viana Traveling Semarang.

1.2.Scope of the Study

Viana Traveling is one of the many travel agencies in Semarang with several promotional programs that have led to improvements. Viana Traveling Semarang had used several promotion media such as face book and instagram but these media have not adequate to promote Viana Traveling Semarang to foreign tourist. Therefore, the writer decided to create a Bilingual YouTube content that can provide information about Viana Traveling Semarang to domestic and foreign tourist.

1.3.Aims and Advantages of the Study

Based on the background of the study above, there are objective follows:

1. To describe the importance of bilingual YouTube Content in promoting Viana Travelling Semarang.
2. To create a bilingual YouTube Content Viana Travelling Semarang.

The benefits of the study are as follows:

1. Giving description about the importance creating bilingual YouTube content Viana Travelling Semarang.
2. Giving information about the process creating bilingual YouTube content Viana Travelling Semarang.

1.4.Method of Data Collection

1. Interview

According to Zarinpoush (2006: 6), an interview is a conversation for gathering information. A research interview involves an interviewer, who coordinates the process of the conversation and asks questions, and an interviewee, who responds to those questions. Interviews can be conducted face-to-face or over the telephone. The internet is also emerging as a tool for interviewing. The writer interviewed some staffs of Viana Traveling Semarang to get the information of the social media used by Viana Traveling Semarang in promoting their tour package.

2. Observation

Based on Malderez (2003: 179), observation is commonly used in education as a tool to support understanding and development. It is one of two common ways of getting information that can help us make sense of educational situations, gauge the effectiveness of educational practices, and plan attempts for improvements. The other way is by asking people. The shortcomings of one way can be offset somewhat by using the other and they are therefore often used together. The writer observed some social media such as instagram and facebook that used by Viana Traveling Semarang in promoting their tour package.

3. Library Research

According to Sarwono (2006), “library research is studying various reference books and the results of previous studies that are similar and useful to get a theoretical basis on the problem to be studied”.

The writer uses this reference to collect the data through reading books, journals and some materials from the internet to get more information about Viana Travelling, YouTube Content, and Promotion Media.

1.5.Organization of the Report

CHAPTER I : INTRODUCTION

Chapter I consist of Background of Study, Scope of the Study, Aims and Advantages of the Study, Method of Data Collection and Organization of the Report.

CHAPTER II : LITERATURE REVIEW

Chapter II consists of the Definition of Travel Bureau, Definition of Promotion Media, Definition of YouTube Content, Good Criteria of a YouTube Content as Promotion Media

CHAPTER III : DISCUSSION

Chapter III consist of Profile of Viana Travelling Semarang, The Importance of Creating Bilingual YouTube Content, and The Process of Creating Bilingual YouTube Content.

CHAPTER IV : CONCLUSION

This chapter will discuss the conclusion and suggestions.

CHAPTER II

LITERATURE REVIEW

This chapter will discuss about Definition of Travel Bureau, Promotion Media, and YouTube Content. This chapter also includes the Good Criteria of YouTube Content as Promotion Media

2.1.Travel Bureau

The Travel Bureau is a business entity that provides multifunctional services for tourism activities in general. Travel bureaus can be a source of information related to the world of travel in particular. A travel bureau is a form of business providing planning services or tourism services and implementation. In this case, the travel bureau an important role in the development of the tourism sector in several areas. For long-distance domestic tourists as well as foreign tourists, the tour agency is one of the most important for a tourist trip. Travel bureaus also have general to special functions and types.

Based on Law No. 9 of 1990 Article 12 in (Yasmenchaniago, 2011), a travel bureau is a business that provides planning services, as well as tourism services and implementation. Meanwhile, travel agents are business activities that organize trips where they act as intermediaries in selling or managing services.

According to Damardjati (2010: 29) is a company that specifically organizes and organizes trips and stopovers for people, including the completeness of their trips, from one place to another, whether domestically, from within the country, abroad, or within the country itself.

Based on the above definitions, it can be concluded that the travel bureau becomes a reference for business development in the world of tourism with various information about service providers and travel planning organizers. Therefore, tourism bureaus are the right choice in a sector of tourism as a means of society that can compete in business development between domestic and foreign.

2.2.Promotion Media

Promotion media is a form of business carried out by companies to provide information, persuade and influence customers to purchase products or bid on products offered by the company. This promotional media is one of the marketing communications through various media, from social media (via the internet using socially related applications) to direct marketing.

According to Heinich et.al (2002) in (Arsyad, 2021) , media is the plural form of the word medium. A medium can be defined as an intermediary or introduction to the occurrence of communication from the sender to the receiver.

According to Saladin (2003) in (Setiawan, 2021), promotion is one of the elements in the company's marketing mix that is utilized to inform, remind, and persuade consumers about the company's products.

Based on the two definitions above, it can be concluded that media promotion is an important role related to tourism to attract, inform, and persuade consumers to order travel services. Therefore, media promotion is an option for travel agencies to promote various information to consumers by ordering services from travel agencies.

2.3.YouTube Content

YouTube content is a conveyer of information through online media or the internet. YouTube content itself is to identify and quantify various genres of information related to the promotion of travel agencies as an added value to the media. As for YouTube content, there are types of content that attract the attention of consumers so that they can be distributed and interested in various circles of tourists.

According to Miller (2009: 3), YouTube is a video-sharing community which means that YouTube users can upload and view all kinds of video clips online using any web browser.

Based on Gunelius (2011) in (Integriti, 2019), defines content marketing as a business or brand promotion process through text, video, or audio content that adds value to businesses both online and offline.

Therefore, YouTube content is currently one of the efforts to share information using video clips that are displayed directly online. This definition explains the various processes used on YouTube to serve as a medium for business promotion.

2.4. Good Criteria of YouTube Content as Promotion Media

A good criterion in YouTube content is to promote media that is a strategy in digital marketing with interesting content, not containing negative things, providing information about products to become attractive targets for consumers. These criteria can be a good and interesting selection of YouTube content. As for these criteria, it aims to attract viewers through a YouTube channel account with content that has been provided by the company.

Based on John Clark (2017), Improve the performance of YouTube content videos. These seven elements of a successful YouTube video will help convert more customers and drive more sales.

1. Branded Intro Footage

The importance of branding in marketing can never be overemphasized. Branding helps build loyalty.

2. An Attention-Grabbing Intro

After including the branded intro footage, convince the viewer to keep watching. Clearly explain what they are about to see, and how that is of benefit to them.

3. Background Music

Including background music in a video not only grabs attention instantly but sets the mood for the viewing session, establishing an emotional connection. In addition, music drives the pace of the video, while a great soundtrack only gives viewers one more reason to share the video.

4. Being Audible

Unfortunately, a great intro and nice background music can't help if it doesn't audible. Remember, the ultimate goal is for the audience to understand. If a video is just a pictorial illustration, then loud background music suffices.

On the other hand, if the video includes an oral presentation, then make sure it can be heard above the background music.

5. Brevity

Well, maybe not *that* short. That video has 1.9 million views. Short videos rule.

With YouTube allowing users to search for videos based on duration, among other filters, it clearly can't ignore the importance of video length in YouTube.

6. Customized Experiences

Tap into micro-moments times when people need to know, go, do, or buy something and turn to the closest device. Use data to give people what they want, when they want it. Another option is to leverage data to deliver personalized video content.

7. A Call to Action

As mentioned earlier, YouTube viewers are short on time. After all, there is too much content to view in one day. They have jobs and lives (presumably).

Several criteria are the goals for creating good YouTube content and attracting viewers' attention with the Viana Traveling Semarang promotion which has the appropriate criteria.

CHAPTER III

DISCUSSION

3.1 Profile of Viana Travelling

Viana Traveling is one of the travel agencies in Semarang. The origin of the name Viana Traveling itself comes from the innovation of the family's business venture from Mr. Sugeng Suwarno (Business Owner of Travel Bureau) by providing services and being the organizer of travel planning. The advantages of Viana Traveling itself through the Outbound Children and Yogyakarta Tour packages. For prices, depending on the ups and downs of inflation, according to an interview with Melina Agustina, Assistant Viana Travelling Semarang.

The origin of the name Viana Traveling itself comes from the name of the first child of the travel agency business owner, namely Vivin Octaviana. The name is taken from the last name, namely Viana because the company is in the field of Tour and Travel services so it is named Viana Traveling. (Interview with Mr. Sugeng Suwarno as Owner Viana Travelling on 15 July 2021)

Viana Travelling Semarang was established on 24 September 2018 and was inaugurated by Notary Cahya Nurani Indah Sulistyawati. Viana Travelling Semarang is located on Jl. Bukit Palem Merah, Meteseh, Kec. Tembalang, Semarang City, 50272 Central Java, Indonesia. This tour agency company is also one of the family business ventures of Mr. Sugeng Suwarno (Tourism Bureau Owner). This company is a form of private or private ownership. This tourism agency is a business that aims to develop businesses related to the tourism sector. In other words, this tour agency is not much different from other travel agencies. Although this tour agency is still far behind with several other travel agencies. However, this tour agency can compete with other businesses with other travel agencies.

The Viana Traveling Semarang company is a form of service business in the tourism sector, but there are other types of fields that can help the service business run.

The fields contained in the Viana Travelling Semarang are as follows:

1. Head of Division

The head of the field is one part of the field that becomes the supervisor and provides several directions in dealing with work in the tourism sector.

2. Administrative and Finance Staff

Administrative and Finance Staff is a field that handles administrative and financial management in a travel agency's travel budget properly.

3. Marketing

Marketing is a marketing field in the form of promoting Viana Travelling Semarang to increase the number of customers related to the tourism sector. As for the media in promotion, namely the field of Digital Marketing by promoting through social media.

In this case the Viana Travelling are interrelated fields with one another. The existence of these fields can advance developments in the tourism sector. In this case, the marketing field is the main goal to increase the number of customers.

3.2 The Importance of Creating Bilingual YouTube Content

Bilingual YouTube content is one of the content that uses online media to provide information about travel agency companies using two languages, namely Indonesian and English. The important role of creating bilingual YouTube content is in the form of promotional media through a YouTube channel account as an added value to the online media function. The benefits of bilingual YouTube content for Viana Traveling Semarang can increase the tourism business by promoting well-processed videos. The purpose of creating bilingual YouTube content is to increase cooperation between companies and tourists from Semarang and abroad.

The creation of bilingual YouTube content is a process that becomes a source of information and data to be well organized into videos. The translation process from Indonesian to English is then combined with videos which are the main purpose of promoting the company. Therefore, it requires

several stages of the process of making videos that have been edited until the final result of the process of making bilingual YouTube content in the form of uploading promotional videos.

3.3 The Process of Creating Bilingual YouTube Content

Based on observations of social media and interviews with the family of the company owner during an internship at Viana Traveling from December 2020 to February 2021, this travel agency has the most favorite tour packages, namely Yogyakarta tour packages with various choices of tourist destinations. Social media is used to promote travel agencies such as Instagram and Facebook. Thus, the author decided to choose the creation of bilingual YouTube content for Viana Traveling Semarang to attract foreign tourists and foreign companies to cooperate with Viana Traveling Semarang.

YouTube content is material that is displayed in various ways, it can be through videos, photos, articles, etc. Thus, the material provided can be in accordance with the field that displays tourism-related information on tourist objects, safe travel procedures to the advantages of using the services of a travel agency. (Interview with Melina Agustina as Assistant Viana Travelling on 16 July 2021)

In this stage, the process begins with making a video first through the PowerPoint (PPT) application to provide an explanation both in Indonesian and English. Then it is changed through the settings that are available in the application into a video with the appropriate minutes.

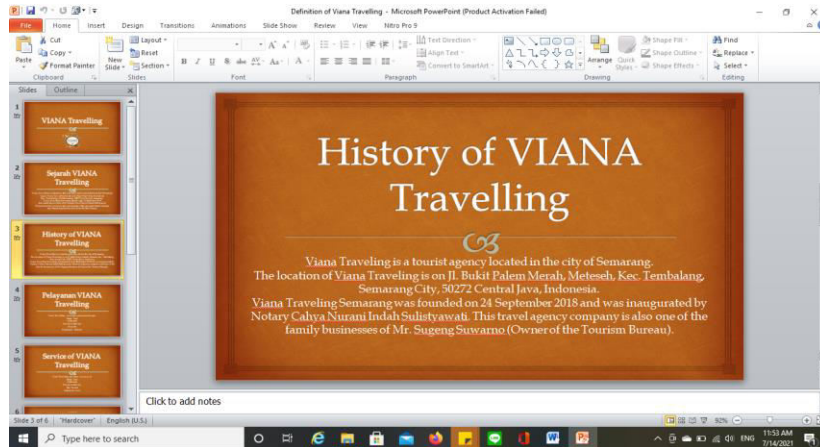


Figure 3.1 Process of Creating Bilingual YouTube Content Using Microsoft PowerPoint

In the next stage, after becoming a video, an experiment is carried out on the results of making videos by opening the video. Then after finishing the experiment, you can add music to make it interesting. The application used to add music is the YouCut application. In the next stage, after becoming a video, an experiment is carried out on the results of making videos by opening the video. Then after finishing the experiment, you can add music to make it interesting. The application used to add music is the YouCut application.



Figure 3.2 Result of Creating Bilingual YouTube Content Using Microsoft PowerPoint

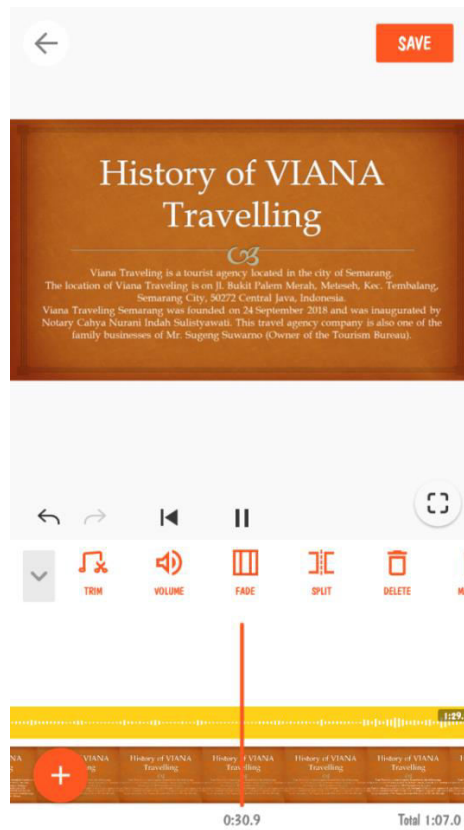


Figure 3.3 Process of Creating Bilingual YouTube Content Using YouCut

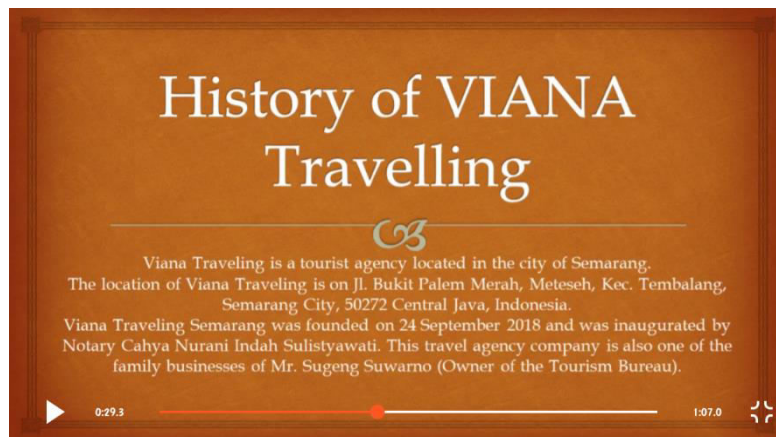


Figure 3.4 Result of Creating Bilingual YouTube Content Using YouCut

The next stage, after the process of adding music to the video, then creating a YouTube account using the email that has been provided.

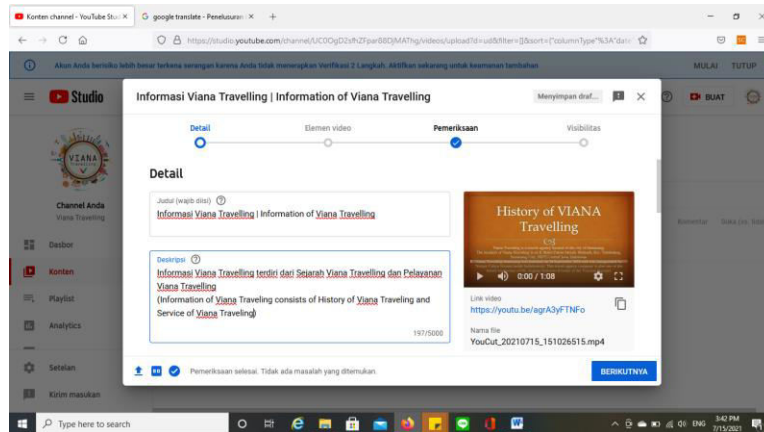


Figure 3.5 Process of Uploading Video in YouTube Account

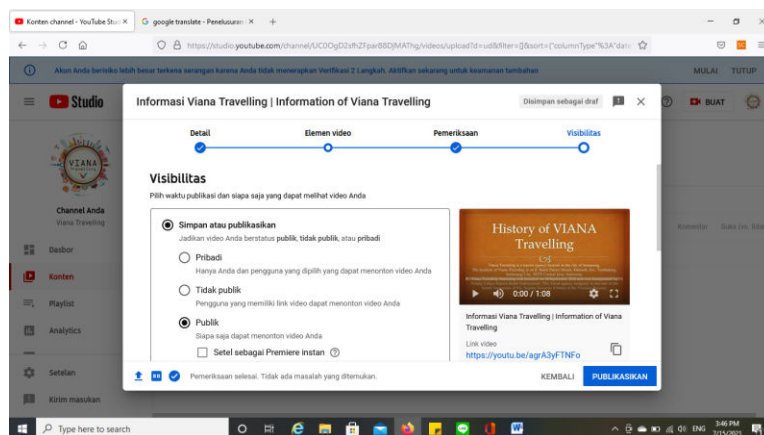


Figure 3.6 Process of Uploading Video in YouTube Account

The final stage is the process of creating bilingual YouTube content and uploading it to your YouTube account with videos that provide the latest information using correct grammar. The final result of creating bilingual YouTube content is uploaded to the YouTube account that has been created.

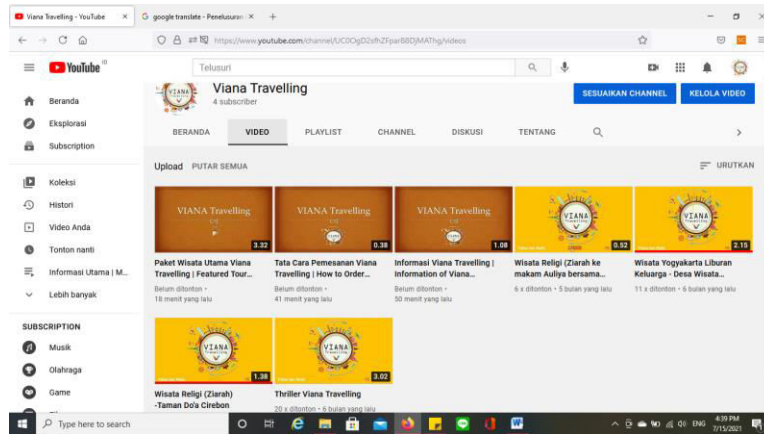


Figure 3.7 The Final Result of Creating Bilingual YouTube Content

The process of creating bilingual YouTube content is one of the right choices for a travel agency with support provided by the owner of Viana Traveling Semarang as a form of approval for the creation of bilingual YouTube content. So that corresponds to Mr. Sugeng Suwarno as the owner of Viana Traveling Semarang, he strongly agrees with bilingual YouTube content.

CHAPTER IV

CONCLUSION

4.1. Conclusion

From all chapters and sub-chapters of this report, it can be concluded that Viana Traveling Semarang is one of the travel agency businesses as a service provider that has various benefits for tourists in Semarang. There are various explanations about Viana Traveling Semarang, travel agents, promotions and YouTube content to the process of creating YouTube content which will be informed and disseminated about promotion through online media. YouTube content plays an important role in this case because of the growing technology through online media, so that the chosen online media target is YouTube. YouTube is also one of the media that uses video to attract the attention of viewers and consumers/customers in digital marketing. YouTube content with bilingual (Indonesian - English) is an important role to attract cooperation between companies and foreign tourists by promoting travel agency companies.

The process of creating bilingual YouTube content (Indonesian – English) goes through various stages by seeking information and interviews. As for making videos through Microsoft PowerPoint containing complete information and activities related to using YouCut for merging and editing videos, before editing, explanations are written in Microsoft Word that has not been translated and then copied. The final result of making video uploads on the Viana Traveling Semarang YouTube account to be a promotion using bilingual (Indonesian-English).

4.2. Suggestion

In this section, the writer advises Viana Traveling to provide creative promotions not only on Instagram and Facebook but with other online media. Advertisements are also added in several languages to make it easier for foreign tourists to find information about Viana Traveling Semarang. For other suggestions, could to use YouTube online media as advertising content about Viana Traveling by going through the booking stage and several superior tour packages. Because at these stages it aims to facilitate understanding and attract the attention of viewers to order a travel agency.

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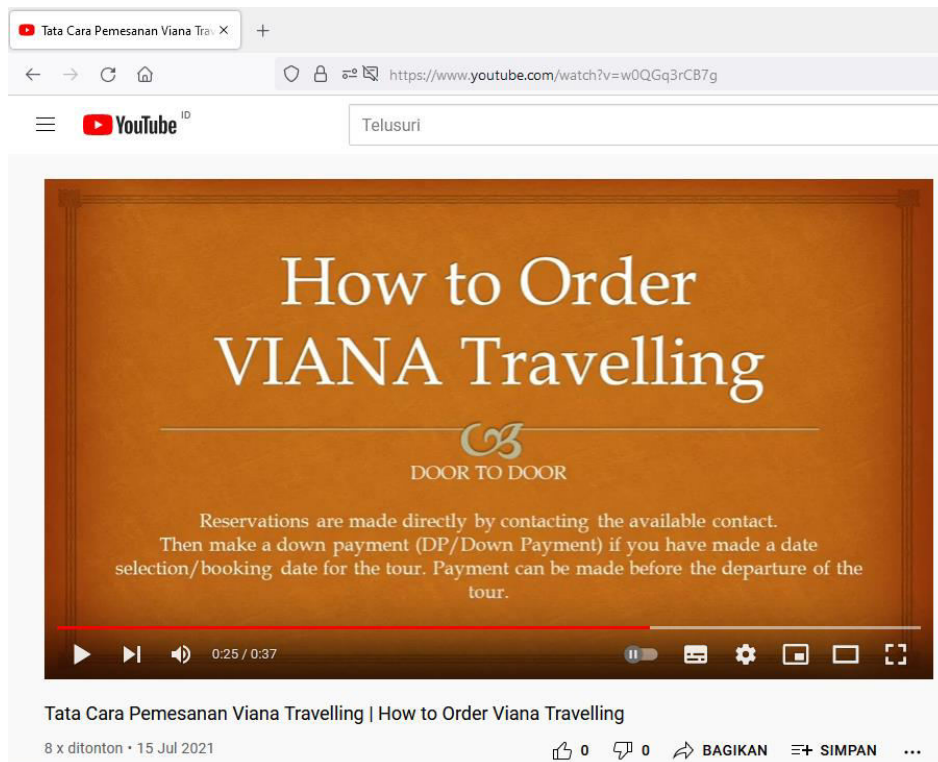
APPENDIX

The link of Bilingual Youtube content for Viana Traveling Semarang:



The screenshot shows a YouTube video player with the title "History of VIANA Travelling". The video content features a brown background with white text. The text reads: "History of VIANA Travelling", followed by a decorative flourish. Below that, it states: "Viana Traveling is a tourist agency located in the city of Semarang. The location of Viana Traveling is on Jl. Bukit Palembang Merah, Meteseh, Kec. Tembalang, Semarang City, 50272 Central Java, Indonesia. Viana Traveling Semarang was founded on 24 September 2018 and was inaugurated by Notary Cahya Nurani Indah Sulistyawati. This travel agency company is also one of the family businesses of Mr. Sugeng Suwarno (Owner of the Tourism Bureau)." The video player shows a progress bar at 0:29 / 1:25. Below the video, the channel name "Informasi Viana Travelling | Information of Viana Travelling" is visible, along with 2 views and the date "Aug 15, 2021".

1. <https://youtu.be/AiwwWzxFelg>



The screenshot shows a YouTube video player with the title "How to Order VIANA Travelling". The video content features a brown background with white text. The text reads: "How to Order VIANA Travelling", followed by a decorative flourish and the text "DOOR TO DOOR". Below that, it states: "Reservations are made directly by contacting the available contact. Then make a down payment (DP/Down Payment) if you have made a date selection/booking date for the tour. Payment can be made before the departure of the tour." The video player shows a progress bar at 0:25 / 0:37. Below the video, the channel name "Tata Cara Pemesanan Viana Travelling | How to Order Viana Travelling" is visible, along with 8 x ditonton and the date "15 Jul 2021".

2. <https://youtu.be/w0QGq3rCB7g>

Paket Wisata Utama Viana Travelling X

← → ↻ 🏠 🔒 🔍 🗑️ 🗑️ 🗑️ https://www.youtube.com/watch?v=VKjxsJbPj2U

☰ YouTube^{ID} Search



Paket Wisata Utama Viana Travelling | Favorite Tour Packages of Viana Travelling

👍 0 🗨️ 0 ➦ SHARE ⚙️ SAVE ...

https://www.youtube.com/watch?v=G1BcXol14u8

3. <https://youtu.be/VKjxsJbPj2U>