

**CREATING PROMOTIONAL VIDEO
AS AN EFFORT TO INCREASE TOURISM ATTRACTION
IN THE LAWE SECEPIT WATERFALL**



FINAL ASSIGNMENT

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

By

Elang Widya Buana

40020519650099

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL SCHOOL
DIPONEGORO UNIVERSITY**

2023

STATEMENT OF ORIGINALITY

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

Semarang, August 9 2023

Elang Widya Buana
(40020519650099)

APPROVAL SHEET
A FINAL ASSIGNMENT

CREATING PROMOTIONAL VIDEO
AS AN EFFORT TO INCREASE TOURISM ATTRACTION
IN THE LAWE SECEPIT WATERFALL

BY
ELANG WIDYA BUANA
40020519650099

Semarang, August 9th 2023

Approved by
Supervisor

Aditya Nur Patria, S.Hum., M.App.Ling.
NIP. 199012182020121007

ACCEPTENCE

This Final Project was submitted by :
Name : Elang Widya Buana
NIM : 40020519650099
Study Program : Applied Foreign Language
Title of Final Project : Creating Promotional Video as an
Effort to Increase Tourism Attraction in
the Lawe Secepit Waterfall

**This study has been examined and is accepted for inpartial fulfilment of the
requirement for the degree of Applied Bachelor in Applied Foreign
Languages of Vocational College Diponegoro University**

Examiners Board:

1. Chairman : Aditya Nur Patria, S.Hum., M.App.Ling. ()
2. Member : Maharani Patria Ratna, S.S., M.Hum. ()
3. Member : Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd. ()

Semarang, August 18th 2023

Head of Appllied Foreign Language Study Program

Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP. 197401103200122001

ACKNOWLEDGEMENT

First of all, the author deepest thank To Allah SWT, the lord of the universe. One of the practitioner's responsibilities is to submit this final assignment in order to meet a requirement of Applied Foreign Language Study Program at the Faculty of Vocational Schools of Diponegoro University in Semarang. Practitioner express sincere appreciation to:

1. Allah SWT who always bestows grace and mercy so that the researcher can complete the product and final project report.
2. My beloved father, mother, and family who always give consistent support in the form of prayers and material to enable the practitioner to complete the Field Work Practice activities without problem.
3. Mr. Aditya Nur Patria S.Hum, M.App.Ling. as the supervisor who has provided a lot of input to researcher during the manufacture of product and final assignment report.
4. Alif Alwi Indrajaya, as a partner and one of beloved friends who always provides mental support and helps researcher in completing this product and final assignment report, researcher hopes that the good relation that have been forged while carrying out the study will be maintained, always in the wonderful people's affection, and always steadfast in facting all kinds of obstacles that will be faced in the future.
5. Alif Imaduddin Zaky, as a good friend who always accompanies researcher in completing final assignment report, gives encouragement to always be steadfast in facing problems, and teaches researcher to always have a big heart while carrying out studies. Researcher hopes that the good relation that have been established during the study will be maintained, and always in the wonderful people's affection.
6. To all colleagues in the Applied Foreign Language study program. Especially, Nugroho Catur, Riko Tri Rizky, Sanjay Adina, Muhammad Jabbar, Afri Iqbal, and Faiq Fadhlurrohman, who always encourage researchers in completing this final report. Researcher hopes that the good

relations that have been established during the study will be maintained, always in the wonderful people's affection.

7. Gilang Fachry, who always a funny person during carrying out a study program at Diponegoro University and gives positive energy to researcher.
8. All of researcher bestest of friend, especially Amarsyah Zehan, Reza Garuda Nusantara, Rizka Aditya, Muhammad Fajri, Daffa Zatil, Sarwoto Aji, and Agam Gumelar. Who always give consistent support in the form of prayers and mental to enable the practitionerto complete the Field Work Practice activities without problem.

Researcher hopes that the product in the form of promotional video can inspire stakeholders and can be useful for Management of Lawe Secepit Waterfall. Researcher hope that this final project report can be a good reference for readers and can help in research. Researcher are aware that this final report still has many shortcomings, so all forms of criticism and suggestions are very welcome.

Semarang, August 10th 2023

Elang Widya Buana
40020519650099

ABSTRACT

This research is made to create a promotional video with an aim to promote tourism destination through a promotional video. It is a promotion media in a form of video that use English and Japanese subtitle, the video offers a several iconic places in Semarang including Lawang Sewu, Blenduk Church, Kota Lama, and Tawang Railway Station and also offers a main destination it is Lawe Secepit Waterfall. This research adopted research and development method in Lawe Secepit Waterfall. There are tourism destinations had negative impact after pandemic of Covid-19 such as decrease stakeholders appeal and, in this case, also got a negative impact to income. This finding was obtained through interview with management of Lawe Secepit Waterfall. The result of promotional video, the researcher can be help to increase attractiveness of stakeholders to became in Lawe Secepit Waterfall and this promotional video was published through YouTube platform. The result of the product was obtained by giving questionnaire to stakeholders, the result shown that the promotional video could be a good promotion medium of Lawe Secepit Waterfall for stakeholders.

Keywords: Digital Marketing, Promotional Video, Waterfall

TABLE OF CONTENT

STATEMENT OF ORIGINALITY	ii
APPROVAL SHEET.....	iii
ACCEPTENCE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
TABLE OF CONTENT	viii
TABLE OF FIGURE	xi
LIST OF TABLES	xii
TABLE OF APPENDIX.....	xiii
CHAPTER I	1
1.1 The Background of Study.....	1
1.2 Statements of The Problem.....	3
1.3 The Objective of Study.....	4
1.4 The Significance of Study	4
1.5 Limitation of The Problems.....	4
1.6 Sistematic Writing.....	4
CHAPTER II	6
2.1 Tourism.....	6
2.1.1 Definition of Tourism	6
2.1.2 Nature Tourism	7
2.1.3 Elements of Tourism	8
2.1.4 Waterfall as Tourist Attraction	9
2.2 Digital Marketing.....	10
2.2.1 Social Media	11
2.2.2 Promotional Video.....	12
2.3 Video Making	13
2.3.1 Definition of Video.....	13
2.3.2 Process of Video Making.....	13

2.4 Subtitling	16
2.4.1 Definition of Subtitling	16
2.4.2 Characteristics of Subtitling	17
2.4.3 Translation Strategies	18
CHAPTER III	20
3.1 Research Method	20
3.1.1 Research and Development	20
3.2 Development Procedure	21
3.2.1 Potential and Problems	21
3.2.2 Collection of Data and Information	21
3.2.3 Product Design.....	23
3.2.4 Validation Design.....	23
3.2.5 Design Revision.....	24
3.2.6 Product Trials.....	24
3.2.6 Product Revision.....	24
3.2.7 Product Trials.....	25
3.2.8 Product Revision.....	25
3.2.9 Final Product.....	25
3.3 Adopted Research Step.....	25
3.4 Timeline Progress Plan.....	26
3.5 Budget Fund	26
3.6 Tasks Division.....	26
CHAPTER IV	28
4.1 Profile of Lawe Seceptit Waterfall.....	28
4.2 The Importance of a Promotional Videos at Lawe Seceptit Waterfall	30
4.3 The Process of Designing Promotional Videos at Lawe Seceptit Waterfall.....	31
4.3.1 Potential and Problem	31
4.3.2 Collection of Data and Information	33
4.3.3 Designing Promotional Video of Lawe Seceptit Waterfall.....	34
4.3.4 Design Validation.....	48
4.3.5 Design Revision.....	50

4.3.6 Product Trials	51
4.3.7 Product Revision	54
4.3.8 Final Production	54
4.4 Discussion About Promotional Video of Lawe Seceptit Waterfall	54
CHAPTER V	58
5.1 Conclusion	58
5.2 Sugesttion	60
REFERENCES	61
APPENDIXES	65

TABLE OF FIGURE

Figure 3. 1 R&D Method	21
Figure 3. 2 Chart of Triangulation Method	22
Figure 4. 1 Profile of Lawe Secepit.....	30
Figure 4. 2 Interview with management of Lawe Secepit Waterfall	32
Figure 4. 3 Opening Video	36
Figure 4. 4 Lawang Sewu.....	37
Figure 4. 5 Tugu Muda.....	37
Figure 4. 6 Kota Lama	38
Figure 4. 7 Blenduk Church	38
Figure 4. 8 Tawang Railway Station.....	38
Figure 4. 9 Lawe Secepit Waterfall.....	39
Figure 4. 10 Coffe Shop	40
Figure 4. 12 Gathering Material	43
Figure 4. 13 Importing File	44
Figure 4. 14 Footage Selection.....	44
Figure 4. 15 Assembly	45
Figure 4. 16 Cutting	45
Figure 4. 17 Transition	46
Figure 4. 18 Effect of Audio and Visual.....	46
Figure 4. 19 Music and Audio	47
Figure 4. 20 Color Grading	47
Figure 4. 21 Rendering.....	48
Figure 4. 22 Design Validation	49
Figure 4. 23 Design validation	49
Figure 4. 24 Revision of Adding Subtitle.....	50
Figure 4. 25 Revision of Adding Menu.....	51
Figure 4. 2 Revision of Signing.....	51

LIST OF TABLES

Table 3. 1 Timeline Progress	26
Table 4. 1 Promotional video contents.....	52
Table 4. 2 Audio and visual validation.....	52
Table 4. 3 Language Validation	53