

**CREATING A SERIES VIDEOS FOR PROMOTING  
KEDUNG KUDHU KALIPEPE WATERFALL  
“PART 3: TOURISM POTENTIAL IN KEDUNG  
KUDHU KALIPEPE WATERFALL”**



**FINAL ASSIGNMENT**

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

**By**

**Nabilah Arliani**

**40020519650097**

**BACHELOR OF APPLIED FOREIGN LANGUAGE  
VOCATIONAL SCHOOL  
UNIVERSITAS DIPONEGORO  
SEMARANG  
2023**

**APPROVAL SHEET  
A FINAL ASSIGNMENT**

**CREATING A SERIES VIDEOS FOR PROMOTING  
KEDUNG KUDHU KALIPEPE WATERFALL  
“PART 3: TOURISM POTENTIAL IN KEDUNG KUDHU  
KALIPEPE WATERFALL”**

**By  
Nabilah Arliani  
Student numbers: 40020519650097**

**Semarang, 18<sup>th</sup> August 2023**

**Approved by  
Supervisors**



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

## ACCEPTANCE

Name : Nabilah Arliani  
Student's ID Number : 40020519650097  
Study Program : Applied Foreign Language  
Final Project/Bachelor Thesis Title : Creating A Series Videos For Promoting  
Kedung Kudhu Kalipepe Waterfall. "Part  
3: Tourism Potential in Kedung Kudhu  
Kalipepe Waterfall"

Accepted by

Board of Examiners

Applied Foreign Language Bachelor Program

Vocational School Diponegoro University

Chairman : Aditya Nur Patria, S.Hum., M.App.Ling.



Member : Lenggahing Asri Dwi Eko Saputri, S.Pd., M.Pd.

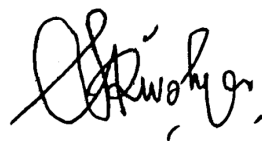


Member : Maharani Patria Ratna, S.S., M.Hum.



Semarang, 18<sup>th</sup> August 2023

Head of Applied Foreign Language Study Program,



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

NIP. 197401032000122001

## 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; opinion or finding included in this project are quoted or cited in accordance with ethnical standard. I understand the full consequences if I took somebody else's ideas, phrases, or sentences without proper references.

The undersigned below:

Name : Nabilah Arliani

Student's ID : 40020519650097

Signature :

A handwritten signature in black ink, appearing to read 'Nabilah Arliani', written in a cursive style.

Date : 18<sup>th</sup> August 2023

## ACKNOWLEDGEMENTS

Praise God Almighty, for the mercy and grace, so the final project entitled "Creating A Series Of Review Videos For Kedung Kudhu Kalipepe Waterfall, Semarang Part 3: Tourism Potential In Kedung Kudhu Kalipepe Waterfall" can be finished. This final project is submitted as the final requirement in accomplishing Applied bachelor's degree at the Department of Applied Foreign Languages, Faculty of Vocational School, Diponegoro University.

In the process of writing this final project, there are support system who have given time, energy, and motivation. This precious opportunity is meant to express gratitude and appreciation to:

1. Aditya Nur Patria, S.Hum., M.App.Ling. as a supervisor who always guides researchers in completing the final project.
2. Maharani Patria Ratna, S.S., M.Hum. as a research guardian lecturer.
3. Sriwahyu Istana Trahutami, S.S., M.Hum. as Head of Applied Foreign Language Study Program.
4. Prof. Dr. Ir. Budiyo, M.Si. as Dean of the Vocational School Collage of Diponegoro University.
5. My beloved parents and family members, for being my main life support and source of motivation and encouragement to pursue my education and finish my final project. Thank you to Ayah, Mamah, Aa Irul, and Uta.
6. Mr. Devie as the Head of the Tourism Awareness Group (*Pokdarwis*) who is willing to provide information about Kedung Kudhu Kalipepe Waterfall.
7. To tourists who have visited Kedung Kudhu Kalipepe Waterfall. Thank you for the availability in conducting interviews during the video making process.
8. J Gang, Ninda, Mischella, Catur, and Faiq. thank you for always being there for researchers from the college period to the final project process.
9. Rasya. Thank you for being my companion, always believing in me and giving me endless support. All the happiness and blessings for you.

10. The friends from Applied Foreign Language 2019, thank you for being family who help and support each other.
11. And all individuals and groups whose names cannot be mentioned one by one, thank you for helping researchers in completing this final project.

Semarang, 18<sup>th</sup> August 2023

A handwritten signature in black ink, appearing to read 'Nabilah Arliani', written in a cursive style.

Nabilah Arliani

## **ABSTRACT**

Semarang City is located in Central Java Province, with the capital city of Ungaran. The location has tourist attractions ranging from religious tourism, marine tourism, cultural tourism, nature tourism, shopping tourism, historical tourism, culinary tourism, and so on. One of the natural tourist attractions that has natural beauty is located at Kedung Kudhu Kalipepe Waterfall. This waterfall is a tourist attraction located in Banyumanik District, Semarang City. This Final Project is done to make a tourism promotion video that is packaged by making a video review into three parts to support the tourism potential in Kedung Kudhu Kalipepe Waterfall. Referring to several references and platforms that discuss this waterfall, specific and up-to-date information about the situation and conditions in the tourist spot must be provided. With the video review of this place, it is hoped that it can dig deeper in real-time and up to date about its tourism potential to persuade tourists to visit this waterfall. That way, tourists can easily decide whether this tourist destination is a suitable place for them to visit. Tourists can also see a clear and detailed picture of the conditions and attractions in Curug Kedung Kudhu Kalipepe, such as natural beauty and available facilities.

Keywords: Nature tourism, tourism potential, promotional video, Semarang.

## **ABSTRAK**

Kota Semarang merupakan sebuah Kota yang terletak di Provinsi Jawa Tengah dengan Ibukota Ungaran. Pada lokasi tersebut memiliki tempat-tempat wisata mulai dari wisata religi, wisata bahari, wisata budaya, wisata alam, wisata belanja, wisata sejarah, wisata kuliner, dan lain sebagainya. Salah satu tempat wisata alam yang memiliki keindahan alam terletak di Air Terjun Curug Kedung Kudhu Kalipepe. Air Terjun ini merupakan tempat wisata yang terletak di Kecamatan Banyumanik, Kota Semarang. Tugas Akhir ini dibuat dengan tujuan untuk melakukan pembuatan video promosi wisata yang dikemas dengan pembuatan review video kedalam 3 part, untuk menunjang potensi wisata yang ada di Curug Kedung Kudhu Kalipepe. Mengacu dari beberapa referensi dan platform yang membahas mengenai air terjun ini, belum ditemukan info spesifik dan terbaru mengenai situasi dan kondisi yang ada di tempat wisata tersebut. Dengan adanya review video mengenai tempat ini, harapannya dapat menggali lebih dalam secara real time dan up to date mengenai potensi wisata yang ada di tempat ini untuk mempersuasi wisatawan dalam mengunjungi air terjun ini. Dengan begitu, wisatawan dapat dengan mudah memutuskan apakah destinasi wisata ini merupakan tempat yang cocok untuk mereka kunjungi, kemudian wisatawan juga dapat melihat gambaran situasi kondisi secara jelas dan detail tentang daya tarik apa saja yang ada di Curug Kedung Kudhu Kalipepe seperti keindahan alam dan fasilitas yang tersedia.

Kata Kunci: Wisata alam, Potensi wisata, video promosi, Semarang.



## TABLE OF CONTENT

<b>A FINAL ASSIGNMENT .....</b>	<b>ii</b>
<b>CREATING A SERIES VIDEOS FOR PROMOTING KEDUNG KUDHU KALIPEPE WATERFALL.....</b>	<b>ii</b>
<b>“PART 3: TOURISM POTENTIAL IN KEDUNG KUDHU KALIPEPE WATERFALL .....</b>	<b>ii</b>
<b>ACCEPTANCE .....</b>	<b>iii</b>
<b>STATEMENT OF ORIGINALITY .....</b>	<b>iv</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>ABSTRAK .....</b>	<b>viii</b>
<b>TABLE OF CONTENT.....</b>	<b>ix</b>
<b>FIGURES.....</b>	<b>xi</b>
<b>TABLES.....</b>	<b>xii</b>
<b>APPENDICES .....</b>	<b>xiii</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Statements of the Problem.....	5
1.3 Research Objectives .....	5
1.4 Research Benefits.....	6
1.5 Output.....	7
<b>CHAPTER II LITERATURE REVIEWS.....</b>	<b>8</b>
2.1 Tourism.....	8
2.1.1 Nature Tourism.....	10
2.1.2 Tourism Potential .....	11
2.2 Digital Marketing.....	11
2.2.1 Dimensions of Digital Marketing.....	12
2.2.2 Youtube.....	13
2.3 Promotional Video .....	15
2.3.1 Review Video as Promotional Video .....	15

2.4	Video Making Process.....	16
2.4.1	Pre-production.....	18
2.4.2	Production.....	20
2.4.3	Post Production.....	22
<b>CHAPTER III RESEARCH METHODOLOGY.....</b>		<b>27</b>
3.1	Types of Research.....	27
3.2	Video Making Process.....	30
3.3	Data Collection Technique.....	35
3.4	Data Analysis Technique.....	36
3.5	Schedule Planning.....	38
3.6	Budget Cost.....	39
3.7	Division of Tasks.....	39
<b>CHAPTER IV FINDINGS AND DISCUSSIONS.....</b>		<b>42</b>
4.1	Findings.....	42
4.2	Research and Development (RnD) Method.....	44
4.2.1	Research and Information Collection.....	45
4.2.2	Planning.....	46
4.2.3	Develop Preliminary Form of Product.....	51
4.2.4	Preliminary Field Testing.....	58
4.2.5	Revising Main Product.....	60
4.2.6	Operational Field Testing.....	62
4.2.7	Final Product Revision.....	64
4.2.8	Dissemination and Implementation.....	66
4.3	Discussion.....	66
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>		<b>69</b>
5.1	Conclusions.....	69
5.2	Suggestions.....	71
<b>REFERENCES.....</b>		<b>72</b>
<b>APPENDICES.....</b>		<b>74</b>

## FIGURES

Figure 3.1 Sample of Validation Form.....	33
Figure 4.1 Visit with tourists at Sima Monastery.....	43
Figure 4.2 Banner Description of Sima Monastery.....	43
Figure 4.3 Ondo Rantai.....	44
Figure 4.4 Instagram Account <i>@disbudparkotasemarang</i> .....	45
Figure 4.5 Interview with Curug Kedung Kudhu Kalipepe Manager .....	46
Figure 4.6 Storyboard Part III .....	49
Figure 4.7 Documentation of interviews with interviewees .....	50
Figure 4.8 With talents and Sources.....	50
Figure 4.9 Process of Inserting Video Footage.....	54
Figure 4.10 The process of adding subtitles using the Arian Regular font.....	55
Figure 4.11 Before dan After Color Grading.....	56
Figure 4.12 Process of inserting voice over into the video.....	57
Figure 4.13 Signed Validation Form .....	59
Figure 4.14 Before Revising Main Product .....	60
Figure 4.15 After Revising Main Product.....	61
Figure 4.16 Before Revising Main Product .....	61
Figure 4.17 After Revising Main Product.....	61
Figure 4.18 Review Videos Part I, II and III that have been uploaded on the YouTube platform .....	66

## TABLES

Table III.1 Material Experts and Media Experts Trial .....	32
Table III.2 Grid of questionnaires .....	34
Table III.3 Rating Scale Assessment .....	37
Table III.4 Interval Assessment.....	37
Table III.5 Schedule of Research and Preparation of Final Project .....	38
Table III.6 Budget Cost .....	39
Table III.7 Description of Division of Tasks .....	39
Table IV.1 Script Making Process Part 3 in Indonesian.....	47
Table IV.2 Property Description .....	51
Table IV.3 Set of Video Footage.....	52
Table IV.4 Respondent Test Results .....	63
Table IV.5 Results of Respondents' Comments and Suggestion.....	64

## APPENDICES

Appendix 1 (Questionnaire).....	74
Appendix 2 (Script Part III) .....	77
Appendix 3 (Storyboard Part III) .....	80
Appendix 4 (Consent Form for Interviewees) .....	81
Appendix 5 (Scene per minute from part III).....	85
Appendix 6 ( Scene with Description).....	86
Appendix 7 (Aspect of Scene in Part 3) .....	89
Appendix 8 (Barcode Review Video Part III).....	93