

**DESIGNING PROMOTIONAL VIDEO OF KAMPOENG  
BATIK KAUMAN AND SUGIHWARAS CULINARY CENTER  
AS POTENTIAL TOURISM IN PEKALONGAN**



**FINAL ASSIGNMENT**

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

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE  
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**2023**

## STATEMENT OF ORIGINALITY

Thus, 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.

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**APPROVAL SHEET  
A FINAL ASSIGNMENT**

**DESIGNING PROMOTIONAL VIDEO OF KAMPOENG BATIK  
KAUMAN AND SUGIHWARAS CULINARY CENTER AS POTENTIAL  
TOURISM IN PEKALONGAN**

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## **ABSTRACT**

Pekalongan is a city in the Central Java province of Indonesia. Pekalongan has a wide range of tourist attractions, from natural tourism to cultural tourism. However, since the pandemic began in 2020, the number of tourists visiting Pekalongan has decreased. As a result, the aim of this final assignment is to create promotional video for Pekalongan tourist attractions, Kampoeng Batik Kauman and Sugihwaras Culinary Center. This Final Project used the Research and Development (R&D) technique to create promotional videos in three stages: pre production, production, and post production. The result of this Final Project is a promotional video featuring two (2) tourist attractions such as Kampoeng Batik Kauman and Sugihwaras Culinary Center. The promotional video focuses on history, the batik making process, and Pekalongan local cuisine.

**Keywords:** Promotional Video, Tourism, Pekalongan

## **ABSTRAK**

*Pekalongan merupakan sebuah kota yang terletak di provinsi Jawa Tengah. Pekalongan memiliki beragam destinasi wisata mulai dari wisata alam hingga wisata budaya. Namun, saat pandemic berlangsung sejak tahun 2020 grafik kunjungan wisatawan ke Pekalongan menurun. Oleh karena itu, tugas akhir ini memiliki tujuan untuk merancang video promosi tempat wisata di Pekalongan yaitu Kampoeng Batik Kauman and Sugihwaras Culinary Center. Penyusunan Tugas Akhir ini menggunakan metode Penelitian dan Pengembangan (R&D) untuk mengembangkan video promosi dengan beberapa tahapan yaitu pra produksi, produksi dan pasca produksi. Hasil dari Tugas Akhir ini berupa video promosi yang menampilkan dua (2) tempat wisata, yaitu Kampoeng Batik Kauman dan Sugihwaras Culinary Center. Video promosi tersebut berfokus pada sejarah, proses pembuatan batik, dan makanan khas Pekalongan.*

**Kata kunci:** *Video Promosi, Pariwisata, Pekalongan.*



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