

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

According to Law of the Republic of Indonesia Number 10 of 2009 on Tourism, tourism is defined as a variety of recreational activities supported by various facilities and services provided by the community, entrepreneurs, and government. This activity does not only involve tourism activities, but also supported by various facilities and services, such as accommodation, transportation, culinary, and local attractions. In other words, tourism is a system that involves complex interactions between tourists, service providers, and local communities that contribute to creating a complete and memorable tourism experience.

Tourism, in general, has evolved into various forms that aim to balance economic benefits with cultural preservation and community involvement. One significant manifestation of this development is the concept of tourism villages, which represent a model of community-based tourism that focuses on harnessing local resources, including culture, handicrafts, and community creativity. These villages may adopt specific themes, such as industrial, craft, creative, or pottery villages, among others. Nuryanti (1993, as cited in Antara & Arida, 2015) defines a tourism village as an integrated form of accommodation, attractions, and supporting facilities embedded within community life and aligned with existing traditions and practices. This framework emphasizes the active participation of local communities in delivering authentic and sustainable tourism experiences.

Building upon the general framework of tourism villages, it is essential to explore concrete examples that reflect how this concept is applied within specific local contexts. One such example is *Desa Kalongan*, situated in East Ungaran Sub-district, Semarang Regency, Central Java. Historically, this village can be traced back to the Diponegoro War (1825–1830), when several of Pangeran Diponegoro's soldiers chose to settle in the area. Initially, the region consisted of three separate

settlements—Kajangan, Mendiro, and Kalongan—that were subsequently consolidated into what is now known as *Desa Kalongan*. Furthermore, in approximately 1910, a number of residents from nearby villages affected by landslides, including Tugusari, Jeruksiring, and Pangayuhan, were relocated to this area, leading to the establishment of additional hamlets such as Ngaliyan and Rejowinangun (*Desa Kalongan Official Website, 2024*).

In terms of geography, *Desa Kalongan* is located at an altitude of approximately 339 meters above sea level, with a total area of 8.68 km<sup>2</sup> or about 22.85% of the total area of East Ungaran Sub-district. According to the official website of the village, “*Desa Kalongan* is administratively divided into 13 hamlets, 13 community units (RW), and 64 neighborhood units (RT), with a total population of 11,196 residents” (*Desa Kalongan Official Website, 2024*).

Meanwhile, *Pasar Sawahan*, located in *Desa Kalongan*, East Ungaran District, is a traditional market that presents the concept of old-fashioned culinary tourism. This market activity is regularly held twice a month and offers a variety of traditional foods and appetizing regional dishes. Apart from being a tourism attraction, this market also acts as a means of preserving Javanese culture which is full of values and rich traditions. Yarmuji (2019), as the former Head of Kalongan Village, stated that *Pasar Sawahan* not only provides a place for buying and selling transactions, but also serves as a strategic platform to encourage the growth of local MSMEs. Through the provision of agricultural products and handicrafts from the local community, this market helps increase the economic value of the community's work, while providing an authentic tourism experience for visitors.

Based on the researcher's observation, *Pasar Sawahan* offers various elements that make it attractive for both local and non-local visitors. The market provides a rural atmosphere surrounded by rice fields, where visitors can enjoy a variety of traditional foods and interact directly with local vendors. In addition, regular performances of traditional art serve as a distinctive cultural feature, enriching the visitor experience and reinforcing the market's role as a platform for

cultural exchange. However, one of the main issues identified is the lack of promotional media to widely introduce *Pasar Sawahan* and to attract visitors from diverse backgrounds, both from within and outside the city. The uniqueness of *Pasar Sawahan* lies in its return to traditional practices, such as using its own local currency known as *uli* for transactions, holding market days specifically on *Minggu Pahing* and *Minggu Legi* in accordance with the Javanese calendar, and presenting food and beverages without plastic packaging but instead with banana leaves.

The researcher decided to develop a promotional video for *Pasar Sawahan* based on several considerations. First, *Pasar Sawahan* possesses a unique selling point that distinguishes it from other destinations, such as the use of *uli* as a local currency, the scheduling of market days according to the Javanese calendar, and the traditional use of banana leaves as food wrappers. These cultural practices need to be preserved and communicated to a wider audience. Second, one of the major challenges faced by *Pasar Sawahan* is the absence of professionally designed and optimized promotional media. At present, documentation and promotion are still carried out in a simple manner by the local community, making it difficult to compete with modern tourist destinations that benefit from advanced facilities and extensive marketing strategies. For these reason, a promotional video is considered an effective medium to showcase the market's uniqueness and cultural value, while also increasing its visibility among diverse visitor groups.

Hence, based on these considerations, the main target of this promotional video is non-local visitors, particularly international tourists, who may have limited understanding of Indonesian culture and language. To support this, English subtitles are applied so that the information and cultural values of *Pasar Sawahan* can be more accessible and appealing to a wider audience. In addition to the main target, local visitors were also considered as a secondary target, with the video aiming to foster cultural pride, nostalgia, and appreciation for the traditional market experience. Through this approach, it is hoped that awareness will increase not only among the general public and relevant stakeholders but also among international

tourists, emphasizing the importance of developing tourism based on videos with foreign language (English) subtitles. By strengthening this understanding, this study aims to encourage active participation from various parties in preserving and promoting the cultural wealth of *Pasar Sawahan*, thereby supporting the sustainability and growth of tourism in the region.

## **1.2 Statement of Problem**

1. How is the process of creating a promotional video that highlights the unique and culture of *Pasar Sawahan* in *Desa Kalongan*?
2. How is the feedback from stakeholders, audiences, and other related parties toward the *Pasar Sawahan* promotional video as a tourism promotional medium in increasing tourist attractiveness?

## **1.3 Objective of the Study**

1. To describe the process of creating a promotional video to highlight the unique and cultural value of *Pasar Sawahan* in *Desa Kalongan*.
2. To identify and assess feedback from stakeholders, audiences, and other relevant parties regarding the effectiveness of the *Pasar Sawahan* promotional video in increasing the attractiveness of *Pasar Sawahan* as a tourist destination.

## **1.4 Significance of the Study**

### **1.4.1 Theoretical Significance**

This final assignment aims to support academic development by offering a practical illustration of how English language proficiency can be utilized in audio-visual productions, specifically within the field of tourism promotion. Moreover, it is intended to serve as a useful reference for future academic studies and projects that explore the creation of tourism promotional media, particularly those that combine linguistic, cultural, and communicative elements in video format.

### **1.4.2 Practical Significance**

This final assignment offers students direct experience in producing tourism promotional videos while practicing the use of English in practical media applications. It also helps improve their abilities in collaboration, visual storytelling, and content planning. For Diponegoro University, the project contributes to academic resources that can guide other students working on similar topics in tourism and media promotion. Additionally, for *Pasar Sawahan* in *Desa Kalongan*, the video serves as a useful promotional medium to increase visibility and attract more tourists by presenting its distinctive culinary and cultural attractions.

### **1.5 Output**

The result of this research preparation is a documentary video entitled *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* that highlights the culinary and cultural tourism potential of *Pasar Sawahan, Desa Kalongan* in an informative and attractive way, using two languages (Indonesian-English) where the narration is in Indonesian, while the subtitles are in English. This project also produced a written report that discusses the pre-production, production, and post-production processes, including the importance of visual media in the local tourism development. The results of this project are complemented by documentation of local culture as a contribution to the preservation of traditional values through digital media. Furthermore, the video will be published and disseminated through the official YouTube channel of the Applied Foreign Language Study Program, Vocational College, Diponegoro University (Bahasa Asing Terapan SV Undip), to reach a broader audience.