

**PRODUCING A PROMOTIONAL VIDEO : BRANDING
STRATEGY OF PASAR SAWAHAN**



FINAL PROJECT

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

by

Adimas Arya Satria Kusuma Suprastio

Student Number: 40020521650015

BACHELOR OF APPLIED FOREIGN LANGUAGE

VOCATIONAL COLLEGE

UNIVERSITAS DIPONEGORO

2025

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' opinions or findings 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.

Name : Adimas Arya Satria
Kusuma Suprastio

SID : 40020521650015

Signature :



Date : Semarang, August 29th 2025

APPROVAL SHEET

A FINAL PROJECT

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by

Adimas Arya Satria Kusuma Suprastio

SID: 40020521650015

Date: August 29th , 2025

Approved by

Supervisor

A handwritten signature in black ink, appearing to read 'Alfin Rosyidha', is centered on a light gray rectangular background.

Alfin Rosyidha, S.Pd., M.A.

NIP. 199512092024062001

ACCEPTANCE

This Final Project was submitted by:

Name : Adimas Arya Satria Kusuma Suprastio
SID : 40020521650015
Study Program : Bachelor of Applied Foreign Language
Title of Final Project : Producing a Promotional Video : Branding
Strategy of Pasar Sawahan

“This study has been examined and is accepted for impartial fulfilment of the requirement for the degree of Bachelor of Applied Foreign Language of Vocational College, Universitas Diponegoro”

Board of Examiners

1. Alfin Rosyidha, S.Pd., M.A. (Chairperson) : 
2. Girindra Putri Ardana Reswari, S.Pd., M.Sc., Ph.D. (Member) : 
3. Rezki Fatimah S.S., M.Hum. (Member) : 

Semarang, September 23th 2025

Head of Applied Foreign Language Study Program



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

NIP. 197401032000122001

ACKNOWLEDGEMENTS

Gratefully acknowledging the blessings and provision of Almighty God, the author successfully completed the final project and prepared this thesis as a well-structured and timely report. The report presents the process and results of producing a short film titled "*Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan*". This work was developed as part of fulfilling the requirements for graduation from the Applied English program.

On this occasion, the author would like to express his gratitude for the guidance, support, and prayers that were given throughout the time when the author wrote this final assignment. The author's gratitude goes to:

1. Alfin Rosyidha, S.Pd., M.A., as the supervisor who has taken the time, provided guidance, and given motivation, enabling the author to complete this final assignment,
2. Sriwahyu Istana Trahutami, S.S., M.Hum., as the Head of Applied Foreign Language Study Program, who has always provided support,
3. Prof. Dr. Ir. Budiyo, M.Sc., as the Dean of the Vocational College of Diponegoro University, who has provided facilities and opportunities for the author to complete this study,
4. To my beloved family, Bapak. Jimmy Dermawan, Bapak. Ony Suprastio, Bunda. Widi Windi Harini, Adik. Anindita Fitrya Kesara, and everyone who has encouraged me to complete this final project.
5. To Aldila Putri Sari, who always brings joy to my days and gives me encouragement and full support in completing this final project.
6. The production team, Zulfikar Arifiyan Nurhikam, Tabina Pratami, and Hazel Radityo, who have worked well together during the documentary filmmaking process,
7. Kelompokan, Temanggung Boys, Biar Apa Sih Gini Gini, Vandemost, which has been a place for venting and making memories all this time.

8. Pokdarwis Loka Jaya Kalongan, who helped the author to conduct this research,
9. Aurhel Alana and Lulu Salsabila, members of JKT48, always bring me joy through their activities.
10. Lanautica, a fanbase for Aurhel Alana, which provided me with the mental support I needed to complete this final project.
11. Bayern Munich, the German football team, which has provided inspiration and motivation while working on this final project.
12. Finally, for myself, Adimas Arya, who has successfully overcome various obstacles in front of him and proud of himself. However, I will remain standing on Sunny Thousand to find the treasure, called “one piece.”

The author would greatly appreciate any suggestions and constructive criticism from readers to ensure this work is as comprehensive and refined as possible.

Semarang, August 29th 2025

A handwritten signature in black ink, appearing to be 'Adimas Arya Satria Kusuma Suprastio', written in a cursive style.

Adimas Arya Satria Kusuma Suprastio

ABSTRACT

This study develops a promotional video titled *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* to highlight the culinary and cultural potential of Desa Wisata Kalongan, Semarang Regency. Using a simplified Borg & Gall R&D (1983) model, the process included observation, documentation, and evaluations from students, the local community, and international audiences. Results show that the video is clear, engaging, and effective in presenting *Pasar Sawahan's* cultural identity. Its dissemination through YouTube successfully expanded audience reach, supporting tourism promotion, the creative economy, and cultural preservation.

Keywords: Promotional Video, *Pasar Sawahan*, Cultural, Tourism, Research and Development

ABSTRAK

Studi ini mengembangkan video promosi berjudul “Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan” untuk menonjolkan potensi kuliner dan budaya Desa Wisata Kalongan, Kabupaten Semarang. Menggunakan model R&D Borg & Gall (1983) yang disederhanakan, prosesnya meliputi observasi, dokumentasi, dan evaluasi dari mahasiswa, masyarakat lokal, dan audiens internasional. Hasil menunjukkan bahwa video tersebut jelas, menarik, dan efektif dalam menggambarkan identitas budaya Pasar Sawahan. Penyebarannya melalui YouTube berhasil memperluas jangkauan audiens, mendukung promosi pariwisata, ekonomi kreatif, dan pelestarian budaya.

Kata Kunci: Video Promosi, Pasar Sawahan, Budaya, Pariwisata, Research and Development

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