

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Tourism according to Law No. 10 of 2009, refers to a range of travel-related activities that are supported by facilities and services provided by the community, businesses, the government, and local authorities. Tourism doesn't just involve the act of traveling or sightseeing—it also includes essential supporting components like accommodations, transportation, food, and local attractions. In essence, tourism is a dynamic system involving the interaction between tourists, service providers, and local communities, all of whom play a role in shaping a meaningful and memorable travel experience.

*Desa Kalongan* is situated in the East Ungaran District of Semarang Regency, Central Java, and boasts a rich history that traces back to the Diponegoro War, which occurred between 1825 and 1830. Local stories suggest that the village was established by soldiers loyal to *Pangeran Diponegoro* who decided to make this area their home. Initially, the region comprised three distinct villages: Kajangan, Mendiro, and Kalongan, which were eventually combined into a single village. Around 1910, residents from villages that had suffered from landslides, including Tugusari, Jeruksiring, and Pangayuhan, were relocated to Kalongan, where they established new communities such as the Ngaliyan and Rejowinangun hamlets (*Website Resmi Desa Kalongan, 2024*).

*Desa Kalongan* is situated at an elevation of about 339 meters above sea level and covers an area of 8.68 km<sup>2</sup>, which represents roughly 22.85% of the total area of the East Ungaran Sub-district. The landscape of the village is primarily flat, with slopes ranging from 8 to 15 percent, and the soil is mainly composed of red-yellow and dark brown lithosols. In terms of its administrative organization, *Desa Kalongan* is divided into 13 hamlets, each led by a head of hamlet, and includes 64

neighborhoods. The village has a total population of 11,196 residents, according to the official village profile (Kalongan Village, 2024).

*Pasar Sawahan*, located in *Desa Kalongan* in the East Ungaran District, is a traditional market that embraces the concept of culinary tourism with a nostalgic vibe. This market takes place twice a month and features a wide range of delicious snacks and regional specialties, while also contributing to the preservation of the rich Javanese culture. As noted by Yarmuji, the former head of *Desa Kalongan* (2019), *Pasar Sawahan* serves not just as a shopping destination but also plays a vital role in fostering the growth of the local MSME sector. By highlighting agricultural products and handicrafts made by local residents, the market significantly enhances the value of the community's creations and offers visitors a genuine tourism experience.

Given the extensive agricultural land that surrounds the market, *Pasar Sawahan* serves not only as a shopping venue but also as a symbol of the village community's economic sustainability. This initiative aims to foster creative economic development and enhance the well-being of local residents. With collaboration between the village government and the tourism awareness group, *Pasar Sawahan* is dedicated to ongoing growth and aims to become one of the most appealing culinary tourism destinations in Semarang.

Creating a promotional video for *Pasar Sawahan* Semarang as a tourist destination presents several significant challenges. One major issue is the general lack of awareness among the public regarding the potential of traditional markets as appealing tourist spots. Many individuals tend to view these markets merely as places to shop, overlooking the cultural significance and unique experiences they provide.

Traditional tourist spots like *Pasar Sawahan* in Semarang struggle to draw visitors, especially when competing with modern attractions. In this competitive landscape, well-made promotional videos can help showcase the market's unique charm to a broader audience. Increasing tourist numbers would not only boost local income but also support the community economically. Moreover, sustainable tourism development can help protect the area's cultural and environmental heritage.

Based on the researchers' observations, *Pasar Sawahan* is still grappling with several key challenges in promoting and developing its tourism potential. Field observations revealed three notable issues: (1) the absence of professionally crafted and effective promotional media, (2) cultural and market activities are still being documented in a basic manner by local residents, and (3) stakeholders have a relatively low level of awareness regarding the market's tourism value and potential. These challenges are further compounded by the growing competition from nearby modern markets.

For this reason, the author created a promotional video that showcases the distinctive character of *Pasar Sawahan* as a community-based tourism destination. By using a creative approach through visual storytelling and applying the principles of destination branding, the video aims to serve not only as an effective promotional tool but also as a form of visual documentation that helps preserve the traditional market culture. Additionally, this research seeks to provide development recommendations based on field findings, offering valuable insights for stakeholders to better harness the potential of *Pasar Sawahan* as a prominent tourist attraction in Semarang.

Considering these factors, the primary audience for this promotional video is non-local visitors, particularly international tourists who may have limited knowledge of Indonesian culture and language. To address this, English subtitles are included to make the information and cultural values of *Pasar Sawahan* more accessible and engaging to a broader audience. This strategy is expected to raise awareness not only among the general public and local stakeholders but also among international visitors, by highlighting the importance of developing tourism through videos equipped with foreign-language (English) subtitles. Meanwhile, for local viewers, subtitles still have benefits even though they already understand Indonesian. Subtitles can help clarify the narrative, especially for audiences with hearing impairments or when watching in environments with poor audio conditions. In addition, subtitles also serve as a learning medium, especially for students who want to improve their English skills

through contextual content. In this way, subtitles not only support information accessibility, but also add educational value for the local community. By fostering this understanding, the study seeks to encourage greater participation from various parties in preserving and promoting the cultural heritage of *Pasar Sawahan*, thereby supporting the sustainability and development of tourism in the region.

## **1.2 Statement of Problem**

1. How to produce a promotional video that showcases the tourism and cultural potential of *Pasar Sawahan* in *Desa Kalongan*?
2. How is the responses and feedback from stakeholders, audiences, and other relevant parties regarding the *Pasar Sawahan* promotional video as a tourism promotion tool in enhancing its appeal to tourists?

## **1.3 Objective of the Study**

1. To explain the steps involved in producing a promotional video that showcases the distinctive cultural and tourism value of *Pasar Sawahan* in *Desa Kalongan*.
2. To examine and evaluate the perceptions, responses, and feedback of stakeholders, audiences, and other relevant parties concerning the effectiveness of the *Pasar Sawahan* promotional video in enhancing the appeal of *Pasar Sawahan* as a tourism destination.

## **1.4 Significance of the Study**

### **1.4.1 Theoretical Significance:**

This final project contributes to academic advancement by providing a practical example of how English language skills can be applied in audiovisual media, particularly in the context of tourism promotion. It is also intended to serve as a valuable reference for future academic research and projects focused on the

development of tourism promotional materials that integrate linguistic, cultural, and communicative aspects through video formats.

#### **1.4.2 Practical Significance:**

This project offers students hands-on experience in producing tourism promotional videos while applying English in real-world media contexts. It enhances their competencies in teamwork, visual storytelling, and content development. For Diponegoro University, the project enriches academic resources that may benefit future students undertaking similar work in the fields of tourism and media. Furthermore, for *Pasar Sawahan* in *Desa Kalongan*, the promotional video acts as an effective tool to increase public exposure and attract more visitors by showcasing its unique culinary and cultural offerings.

#### **1.5 Output**

The output of this project is a promotional video, 11.02 minutes in length, that showcases the culinary and cultural tourism potential of *Pasar Sawahan* in *Desa Kalongan* in an informative and appealing manner, using bilingual narration (Indonesian-English), and uploaded to Applied Foreign Language Vocational College Diponegoro University YouTube channel (Bahasa Asing Terapan SV Undip) to reach a broader audience. Additionally, this project includes a written report detailing the pre-production, production, and post-production processes, as well as the significance of visual media in local tourism development. The project also includes documentation of local culture to contribute to the preservation of traditional values through digital media.