

**CREATING A PROMOTIONAL VIDEO ENTITLED “SAILING
THROUGH HISTORY: THE CULTURAL HERITAGE OF
MASJID MENARA LAYUR”**



FINAL PROJECT

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

by

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2026

STATEMENT OF ORIGINALITY

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**APPROVAL SHEET
A FINAL PROJECT**

**CREATING PROMOTIONAL VIDEO OF *MASJID MENARA LAYUR*
ENTITLED "*MENARA DI JALUR DAGANG: JEJAK PERADABAN
KAMPUNG MELAYU*" TO SHOWCASE THE CULTURAL HERITAGE**

by

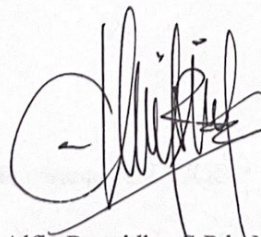
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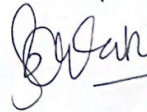

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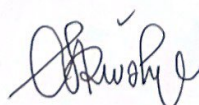
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Semarang, 9th June 2026



Maeva Putri Wulandari

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ABSTRACT

This study aims to develop a bilingual promotional video as a medium for introducing the historical, cultural, and heritage values of *Masjid Menara Layur* to both local and international audiences. The final product is a promotional video featuring Indonesian narration with English subtitles. This research employed the Research and Development (R&D) method using the 4D development model proposed by Thiagarajan et al. (1974), consisting of Define, Design, Develop, and Disseminate stages. The development process included needs analysis, data collection through observation, interviews, and documentation, pre-production, production and post-production activities, expert validation, product revision, and audience testing. The novelty of this study lies in the integration of cultural tourism promotion with educational heritage storytelling by presenting the historical background, architectural acculturation, and living traditions of *Masjid Menara Layur* through a bilingual audiovisual format. In addition, the use of Indonesian narration accompanied by English subtitles enhances accessibility for international audiences while preserving local authenticity.

Keywords: promotional video, *Masjid Menara Layur*, *Kampung Melayu*

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan video promosi bilingual sebagai media untuk memperkenalkan nilai sejarah, budaya, dan warisan budaya *Masjid Menara Layur* kepada masyarakat lokal maupun internasional. Produk yang dihasilkan berupa video promosi dengan narasi berbahasa Indonesia yang dilengkapi dengan subtitle bahasa Inggris. Penelitian ini menggunakan metode Research and Development (R&D) dengan model pengembangan 4D yang dikemukakan oleh Thiagarajan et al. (1974), yang meliputi tahap Define, Design, Develop, dan Disseminate. Proses pengembangan mencakup analisis kebutuhan, pengumpulan data melalui observasi, wawancara, dan dokumentasi, kegiatan pra-produksi, produksi, dan pascaproduksi, validasi ahli, revisi produk, serta uji coba kepada audiens. Kebaruan (*novelty*) penelitian ini terletak pada integrasi promosi wisata budaya dengan penyampaian informasi edukatif mengenai sejarah, akulturasi arsitektur, dan tradisi yang masih dilestarikan di *Masjid Menara Layur* melalui format audiovisual bilingual. Selain itu, penggunaan narasi berbahasa Indonesia yang dipadukan dengan subtitle bahasa Inggris memungkinkan pelestarian keaslian budaya lokal sekaligus memperluas aksesibilitas bagi audiens internasional.

Kata Kunci: video promosi, *Masjid Menara Layur*, *Kampung Melayu*