

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the era of globalization, the development of digital media has had a significant impact on the tourism sector and efforts to preserve cultural heritage. One form of media that is increasingly playing an important role is promotional videos, especially those using international languages such as English to reach a global audience (Arabiun et al., 2023). Nowadays, promotional videos are no longer merely complementary, but have become a primary means of introducing tourist destinations and influencing tourists interest in visiting (Herstanti et al., 2024). Their effectiveness is supported by the characteristics of audiovisual media, which can combine visual and verbal elements to create a stronger impression on the audience (Gan et al., 2023).

According to Kasemsarn and Nickpour (2025), the role of promotional videos is also very significant in the context of cultural preservation. Through a storytelling approach combined with sensory experiences, cultural values can be conveyed in a more engaging and easily understood way. The use of digital technology allows historical sites to be packaged into tourism products that are more adaptive and relevant to the development of the times (Manglis et al., 2019). In addition to enhancing the appeal of a destination, creative video content also contributes to increasing public awareness of the importance of preserving cultural heritage (Li & Tay, 2024). Therefore, it can be concluded that promotional videos not only serve as a marketing medium but also as an effective means of conveying cultural values in an engaging and meaningful way to the wider community.

According to Lonardi et al., (2024), the use of English as an international language allows historical information, including complex topics, to be conveyed more accurately to a wider audience. As a result, the accessibility of language and the way a narrative is presented become important factors that influence the

effectiveness of promotional messages. Furthermore, research shows that alignment between the strength of the narrative and visual elements can significantly increase audience engagement (Gan et al., 2023).

Furthermore, the integration of digital media with the use of the English language also encourages a global audience to participate actively, such as sharing content or interacting through social media (Alghizzawi et al., 2024). In line with this, current digital marketing trends continue to move towards providing a deeper and more interactive experience for prospective travelers (Christou et al., 2025).

Masjid Menara Layur in Semarang is a cultural heritage site with significant historical value. Built in 1802 by the Arab-Hadrami community in the *Kampung Melayu* area, this mosque used to serve not only as a place of worship but also as a center for maritime trade activities (Andhika, 2023). This mosque reflects the cultural diversity of Indonesia, especially through a blend of Middle Eastern, Javanese, and Malay architecture, which was formerly used as a navigational marker for ships on the *Kali Semarang* (Aditabayo, 2023). In addition to its architectural value, this mosque also preserves the tradition of “*Kopi Arab*”, is a spiced drink mixed with spices such as ginger, cardamom, cinnamon, etc., served from generation to generation during Ramadan fast-breaking activities for more than a century.

However, the great potential of *Masjid Menara Layur* has not yet been fully recognized by both local and international communities. Direct observation on site shows a lack of multilingual signboards which primarily use Indonesian and a dedicated tourist information center. Access to information about this site remains limited, particularly in reaching domestic tourists. Interviews with the head of the Tourism Awareness Group (Pokdarwis) of *Kampung Melayu* confirmed that the majority of visitors are local. This is caused by the lack of representative visual promotional media and the minimal use of foreign languages in conveying information. This condition becomes one of the obstacles in introducing the historical and cultural values of the mosque to a wider global audience.

Based on these issues, a strategic effort is needed to increase the visibility of *Masjid Menara Layur* among the international audience. One solution that can be implemented is developing digital promotional media in the form of a video featuring Indonesian narration accompanied by English subtitles. This approach allows the video to maintain its local authenticity while remaining accessible to international audience. Therefore, this final project is titled “Creating A Promotional Video Entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” which aims to produce a promotional video that not only showcases the cultural values of *Masjid Menara Layur* but also enhances its international visibility by highlighting its historical significance and tourism potential. The use of Indonesian narration with English subtitles is expected to broaden the promotional reach, enhance cross-cultural understanding, and attract the interest of international tourists.

1.2 Statement of Problem

In relation to the background described above, the problem in this study can be formulated as follows:

- 1.2.1 How can the video production and post-production process be carried out to create a promotional video that effectively highlights both the tourism potential and cultural significance of *Masjid Menara Layur* in *Kampung Melayu*?
- 1.2.2 What are the feedback from the stakeholders regarding the English promotional video for *Masjid Menara Layur* in *Kampung Melayu*?

1.3 Objective of the Study

Based on the statement of problem above, the objective of this study is as follows:

- 1.3.1 To describe how the video production and post-production process is carried out to create a promotional video that effectively highlights both the tourism potential and cultural significance of *Masjid Menara Layur* in *Kampung Melayu*.

1.3.2 To analyze the stakeholders opinions about the English promotional video for *Masjid Menara Layur* in *Kampung Melayu*.

1.4 Significances of the Study

1.4.1 Theoretical Significance

This study contributes to academic understanding by providing a concrete example of how English language proficiency can be applied in audiovisual media, particularly in the field of tourism promotion. In addition, it can serve as a useful guide for future research and scholarly projects that aim to design tourism marketing content, combining communication, cultural, and linguistic aspects through video in a meaningful.

1.4.2 Practical Significance

This project provides students with the opportunity to apply their English language skills in real-world media contexts while gaining hands-on experience in producing tourism promotional videos. It helps them develop competencies in content creation, visual storytelling, and teamwork. In addition, it enriches the academic resources available at Diponegoro University, supporting future students who undertake similar projects in the media and tourism sectors. Furthermore, by showcasing the unique culinary and cultural offerings of *Masjid Menara Layur*, the promotional video serves as an effective tool for raising public awareness and attracting more visitors to *Kampung Melayu*.

1.5 Output

The primary output of this project is a promotional video entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*”, with a duration of 9.09 minutes and bilingual narration (English and Indonesian) showcasing the heritage tourism potential of *Masjid Menara Layur* in *Kampung Melayu*. The video was uploaded to the Bahasa Asing Terapan SV Undip YouTube channel owned by the Applied Foreign Language Study Program at Universitas Diponegoro in order to reach a wider audience. In addition, this project is also accompanied by a written

report explaining the stages of pre-production, production, and post-production, as well as discussing the important role of visual media in supporting the development of local tourism. As an effort to preserve traditional values through digital media, this project also includes documentation of local culture.