

CHAPTER IV

RESULT AND DISCUSSIONS

4.1 Product Development Result

The development process of the promotional video for *Masjid Menara Layur* tourism, titled *Sailing Through History: The Cultural Heritage of Masjid Menara Layur*, equipped with English subtitles, is carried out using the 4D development model (Define, Design, Develop, and Disseminate) proposed by Thiagarajan et al., (1974). In the development process, tasks are divided among team members so that production runs effectively and in a structured manner. Rossaria Hardiana Ramadhani is responsible for the pre-production stage and also participates in the post-production stage. Meanwhile, the researcher is responsible for the production stage and also takes part in the post-production stage until the video is completed and ready to be published as a cultural tourism promotion medium for *Masjid Menara Layur*.

4.1.1 Define Stage

At the define stage, the researcher conducted direct observation, digital research, and interviews with the Leader and Vice Leader of *Pokdarwis Kampung Melayu* as well as the management of *Masjid Menara Layur*. This stage was carried out to identify the needs, target audience, materials, and development objectives related to the promotional video. The activities conducted during this stage are explained as follows:

1. Needs Analysis

Based on direct observation, digital research, and interviews with the Leader and Vice Leader of the *Pokdarwis Kampung Melayu* as well as the management of *Masjid Menara Layur*, the researcher found that the mosque has strong potential because of its unique architecture, historical value, cultural heritage, and significance as one of the landmarks of *Kampung Melayu*. However, the available promotional media is still

limited. Although Pokdarwis Kampung Melayu already manages social media platforms, including YouTube and Instagram, the promotional videos uploaded on YouTube are presented only in Indonesian and their visual quality and presentation are not yet sufficiently engaging to attract a wider audience, particularly international tourists. Therefore, the researcher identified the need for a bilingual promotional video featuring Indonesian narration accompanied by English subtitles as an effective promotional medium. This bilingual format is expected to make the promotional content more accessible to both domestic and international audiences while enabling wider distribution through digital platforms such as YouTube.

2. Audience Analysis

The researcher determined that the target audience of the promotional video included local and international tourists interested in cultural and historical tourism based on historical background, unique architecture, and cultural heritage. These characteristics are commonly associated with cultural and heritage tourism attractions. The findings of the audience analysis influenced the selection of the title *Sailing Through History: The Cultural Heritage of Masjid Menara Layur* as it represents the historical and cultural themes expected to attract the target audience. Furthermore, to ensure effective communication with both local and international viewers, the video incorporates clear and informative content, Indonesian narration, and English subtitles, enabling the audience to understand the information presented regardless of language differences.

3. Material Analysis

The researcher collected information through observation, interviews, and documentation related to the historical background, architectural uniqueness, and cultural traditions of *Masjid Menara Layur*. The findings showed that the mosque has significant historical value because its tower once functioned as a lighthouse for trading ships navigating the *Kali Semarang* trade route. The architectural design of *Masjid Menara Layur* demonstrates cultural interaction among Arab,

Malay, and Javanese architectural styles, which can be seen in its tower design influenced by Middle Eastern architecture, the Malay cultural influence in the incorporation of traditional Javanese architectural elements in the mosque structure. These influences are reflected in the mosque's tower design, building layout, and cultural practices that continue to be maintained today, such as breaking the fast with “Kopi Arab”, which is still maintained by the local community.



Figure 4. 1 Documentation of Physical and Architectural Observations of the *Masjid Menara Layur*

4. Formulating Development Objectives

Based on the analysis results of the observation, interview, and documentation data, the researcher formulated the objective of developing a bilingual promotional video to introduce the historical and cultural values of *Masjid Menara Layur* to wider audiences. The development of the promotional video was also supported by *Pokdarwis Kampung Melayu* and the mosque administrators as an effort to increase public awareness and attract both local and international tourists.

From the results of the define stage, it can be concluded that *Masjid Menara Layur* has great potential as a destination for historical and cultural tourism, supported by historical value, unique architecture, and cultural traditions that are

still preserved to this day. However, the limited digital promotional media, especially in English, is one of the reasons for the need to develop a bilingual promotional video. Therefore, the development of a promotional video is carried out as an effort to introduce the historical and cultural values of *Masjid Menara Layur* to both local and international audiences in a more engaging, informative, and effective manner.

4.1.2 Design Stage

The design phase took place subsequent to the definition phase. During this period, the researcher developed the concept for the promotional video, created a storyboard, wrote a bilingual script, and gathered the visual and audio components, along with the necessary tools for production and editing of the video.

The promotional video was crafted to effectively communicate the historical and cultural significance of *Masjid Menara Layur* engagingly and insightfully. This stage served as the essential groundwork prior to commencing the actual production.

4.1.2.1 Pre-production Phase

The initial stage of production focused on the systematic preparation of all essential materials, creative concepts, and technical requirements prior to the commencement of the filming process. This stage was crucial to ensure that all production elements were well-organized and aligned with the overall objectives of the promotional video. Careful planning was carried out to support a smooth and efficient workflow during the shooting process, minimizing potential obstacles in the field. This stage included several key activities, namely:

- a. Concept and script writing, in which the overall storyline of the promotional video was developed and arranged into structured scenes along with bilingual narration.
- b. Creating the storyboard, in which visual representations of each scene were designed as a filming guide.

- c. Location survey and permit processing, in which potential shooting locations were identified and official permission for filming was obtained.
- d. Preparation and shooting schedule, in which all technical equipment, crew coordination, and filming schedules were organized to ensure a smooth production process.

Further detailed explanations regarding each of these activities, including the procedures, considerations, and implementation steps, are provided by the researcher's partner, Rossaria Hardiana Ramadhani, in the following section. This division of explanation is intended to provide a clearer and more comprehensive understanding of each production preparation stage.

4.1.3 Develop Stage

Based on the theory proposed by Thiagarajan et al. (1974), this stage focuses on creating the final product by conducting a series of organized revisions and evaluations. In promotional video production, the ideas and scripts that have been planned beforehand are implemented through direct technical activities during the filming process. To achieve a result that matches the expected quality standards, the development stage starts with the production phase, which functions as the process of obtaining the visual content needed for the video.

4.1.3.1 Production Phase

According to Fernanda & Edlina (2024), the final quality of a video recording is greatly influenced by how well cinematography techniques are mastered during on-location shooting. Every visual detail captured plays an important role in conveying the story's message to the audience. Therefore, in this production process, the researcher pays attention to camera techniques, visual composition, lighting, and camera movements so that the resulting footage can support the storytelling concept used in the promotional video.

The production process is carried out at several locations around *Masjid Menara Layur* and *Kampung Melayu*, Semarang. During this stage, researchers focus on recording images that represent the historical, cultural atmosphere of these

tourist destinations. In addition, narration recording activities are also conducted to support the delivery of information in the promotional video.

1. Shooting

The shooting was carried out according to the storyboard and production schedule developed during the pre-production phase. At this stage, video recording was handled by a cinematographer using a Fujifilm X-T4 mirrorless camera as the primary recording device to produce high-quality footage with a cinematic look. Additionally, an iPhone 12 Pro Max was used as a supplementary device to capture additional scenes from various angles and situations during the shoot. Meanwhile, the researcher acted as the director, guiding the filming process, determining camera angles, arranging scene compositions, and ensuring that each shot aligned with the promotional video's storytelling concept. Several scenes recorded during the shooting process included the exterior and interior of *Masjid Menara Layur*, the mosque tower as the main icon, architectural ornaments, the atmosphere around *Kampung Melayu*, and activities around the mosque area.

In the shooting process, several cinematography techniques were applied to produce more attractive and cinematic visuals. The techniques used in this promotional video included:

a. Wide Shot

A wide shot was used to capture the overall view of the *Masjid Menara Layur* from the outside. This technique provides a comprehensive visual overview of the mosque and its surroundings, allowing viewers to understand the location and architectural appearance of the site.



Figure 4. 2 Wide Shot Technique

b. Long Shot

Long-distance shooting is a cinematographic technique that captures a subject from a considerable distance, so that both the subject and its surroundings are clearly visible within the frame. In this project, the long-distance shooting technique was used to showcase the entire environment surrounding the *Masjid Menara Layur* while making the subject appear smaller in comparison to its background. This technique helps highlight the scale of the location and provides viewers with a broader perspective of the mosque and its surroundings.



Figure 4. 3 Long Shot Technique

c. Medium Shot

A medium shot is used to film an interviewee walking with their back to the camera. The frame composition includes the subject from the waist up, creating a balanced composition while maintaining visibility of the surrounding environment.



Figure 4. 4 Medium Shot Technique

d. Low-angle Shot

A low-angle shot is used to capture architectural details of the historic building from a lower camera position angled upward. This technique highlights the grandeur, height, and visual significance of the mosque's architectural elements.



Figure 4. 5 Low Angle Shot Technique

e. Medium Close-up

Medium close-up shots are used during interview sessions. The frame captures the interviewee from the chest to the top of the head, allowing the audience to clearly observe facial expressions and reinforcing the delivery of information.



Figure 4. 6 Medium Close-Up Shot Technique

f. Panning shot

A panning shot is used to capture the information board related to the *Masjid Menara Layur*. By moving the camera horizontally, this technique allows the information displayed on the board to be presented in a more engaging and easily readable manner.



Figure 4. 7 Panning Shot Technique

g. Tilt Shot

A tilt shot is used to film the mosque's minaret by moving the camera vertically from the bottom upward. This technique highlights the minaret's height and distinctive features, which serve as one of the mosque's most recognizable landmarks.



Figure 4. 8 Tilt Shot Technique

The use of these filming techniques contributes to the visual effectiveness of the promotional video by showcasing the *Masjid Menara Layur* from various angles. Each technique serves a specific purpose in highlighting the mosque's architectural features, supporting the delivery of information, and creating a more engaging viewing experience for the audience.

2. Recording Narration or Voice Over

After the shooting process had been completed, the researcher continued with the voice-over recording process based on the narration script and storyboard that had been prepared previously. In this stage, the narration was recorded by a narrator selected for the promotional video. To maintain audio quality and minimize background noise, the recording process was conducted in a quiet room.

4.1.3.2 Post-production

After all footage and narration recordings had been completed, the researcher continued to the post-production stage. In this phase, the researcher focused on supervising the editing and arrangement of all visual and audio materials into a complete promotional video. Technically, the video editing process was carried out by a third-party editor using the CapCut application based on the researcher's direct instructions and storyboard. The stages of video editing, voice-over and subtitle integration, as well as background music and sound effect selection were under the responsibility of the researcher.

1. Video Editing

At this stage, the researcher edited the promotional video using the CapCut app. The editing process involved selecting and trimming footage, arranging scenes according to the storyboard, adding transitions and background music, and synchronizing visual and audio elements to produce a more engaging and well-structured promotional video. The researcher used the CapCut app as the primary editing software during the post-production process.

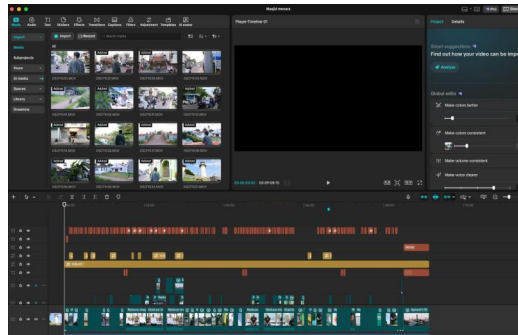


Figure 4. 9 CapCut Application Used for Video Editing

2. Voice Over Integration

At this stage, the Indonesian-language narration was edited and synchronized with the video clips used in the promotional video. The researcher adjusted the duration, audio clarity, volume levels, and placement of the narration to ensure that it matched the visuals presented in each scene. This process aimed to create a smooth flow of information and enhance the audience's understanding of the promotional content.

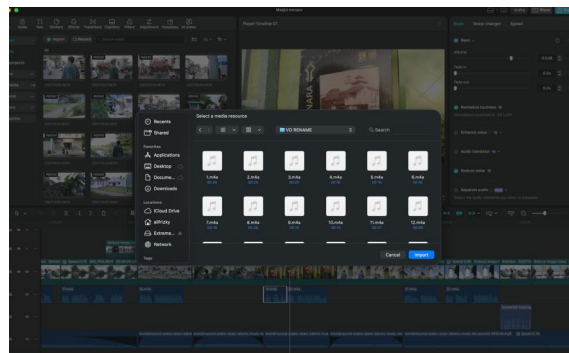


Figure 4. 10 Voice Over Integration Process

3. Subtitle Translation and Integration

At this stage, the researcher acted as a translator and translated the narration from Indonesian into English to improve the accessibility of the promotional video for an international audience. During the translation process, the researcher used DeepL as a machine translation tool to generate an initial draft of the translation. The result of translation is then reviewed, edited, and refined to ensure that the intended meaning is conveyed accurately and that the language is natural, clear, and easily understood by the audience. Afterward, the English text underwent a proofreading process conducted by Rossaria Hardiana Ramadhani (the research partner) with the assistance of Grammarly. The proofreading focused on evaluating and improving grammatical accuracy, natural language flow, consistency, and readability. This reviewed version is then submitted to an expert validator for further review and revision. Suggestions and corrections provided by the expert validator are incorporated into the translation text to improve its overall quality and appropriateness. Once all revisions were complete, the final English translation was integrated into the video and synchronized with the narration and visual scenes to ensure a seamless viewing experience for both local and international audiences.

To provide an overview of the translation process carried out by the researcher, several examples of source texts and their translations are presented in Table 4.1. These examples are taken from promotional video scripts and represent some of the translations used in the process of producing the English translation.

Table 4. 1 Translation Process

No	Source language	Target language	Proofreading	Validation
1.	Kawasan itu dikenal sebagai	That area is known as <i>Melayu</i> Village.	That area is known as	That area is known as

	Kampung Melayu.			<i>Kampung Melayu.</i>	<i>Kampung Melayu.</i>
2.	Pada masa lalu, Kali Semarang menjadi jalur penting bagi kapal-kapal dagang yang datang dari berbagai wilayah.	In the past, the Semarang River was a vital route for merchant ships from many regions.		In the past, the <i>Kali Semarang</i> was a vital route for merchant ships from many regions.	In the past, the <i>Kali Semarang</i> was a vital route for merchant ships from many regions.
3.	Masjid Menara Layur.	<i>Menara Mosque.</i>	<i>Layur</i>	<i>Masjid Menara Layur.</i>	<i>Masjid Menara Layur.</i>
4.	Salah satu tradisi yang masih dijaga kini berbuka dengan Arab.	One tradition still kept today is breaking the fast with Arab Coffee.	One tradition still kept today is breaking the fast with <i>Kopi Arab</i> .		To this day, the tradition of breaking the fast with <i>Kopi Arab</i> .

The table above presents several examples of source texts along with their English translations, which were prepared by the researcher. These translations were crafted with a focus on accuracy, readability, and naturalness, to ensure that the information is easily understood by an international audience. The translated texts then undergo a proofreading and validation process before being used as the translated text in the promotional video.

To provide a clearer description of the translation process, the workflow from source text translation, proofreading, and validation to the integration of the

translated content into the promotional video is summarized in the following table 4.2.

Table 4.2 Workflow of Translation, Proofreading, Validation, and Subtitle Integration

Stage	Person in Charge	Activity	Output
Translation	Researcher	Translating the script using DeepL	Initial English draft
Review and Proofreading	Rossaria Hardiana Ramadhani	Proofreading using Grammarly and manual review	Revised Translation
Expert Validation	Alfin Rosyidha, S.Pd., M.A.	Evaluating language accuracy, clarity, and readability	Validation Feedback
Integration	Reseacher	Integrating the validated subtitles into the video	Bilingual promotional video

After receiving feedback and approval from expert validators, Alfin Rosyidha, S.Pd., M.A., a lecture and academic supervisor with expertise in English language studies, translation, and applied linguistics, the final English subtitle version was delivered to the researcher for integration into the promotional video. The subtitles were then synchronized with the narration and visual scenes to ensure readability, accuracy, and a smooth viewing experience for both local and international audiences. The implementation of the validated translated text in the promotional video is shown in the following image.

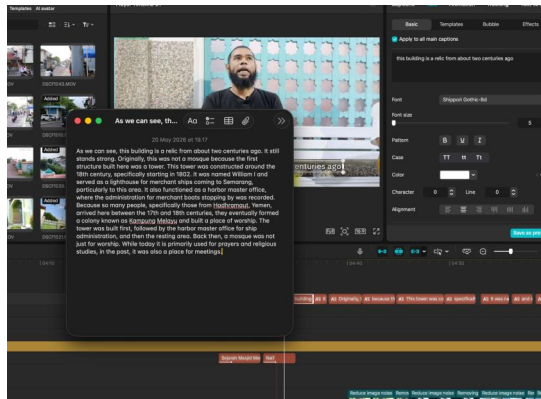


Figure 4. 11 Subtitle Integration Process

4. Music and Sound Effect

Before adding background music to the promotional video, the researcher first checked the copyright status of the selected music to ensure that it could be used safely and was appropriate for academic and promotional purposes. Following the copyright review process, the researcher selected two background music tracks titled “Arabic Islam Islamic Music” by BombinSound and “Dreamy Melodies.” Background music and sound effects were added to enhance the atmosphere and storytelling aspects of the promotional video. The selected music and sound effects were tailored to support the historical, cultural atmosphere of the *Masjid Menara Layur* and *Kampung Melayu* without disrupting the clarity of the narrative.

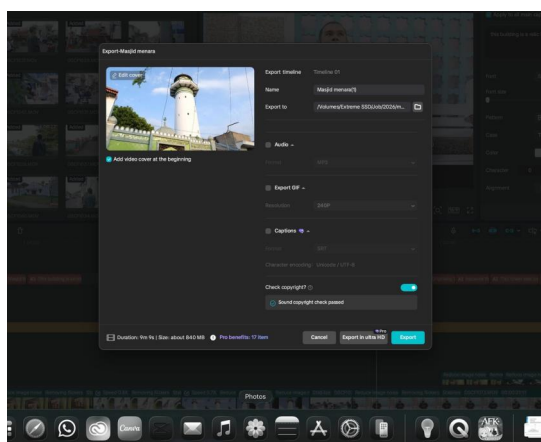


Figure 4. 12 Copyright Checking Process for Background Music

Based on the post-production process carried out by the researcher, several key tasks have been completed, including video editing using the CapCut app, editing the narration and translated text, as well as selecting background music and verifying copyrights. These processes were carried out to ensure that the promotional video presents clear information, engaging visuals, precise audio synchronization, and an appealing atmosphere for the audience. Additionally, Rossaria Hardiana Ramadhani was responsible for the color grading, addition of credits, subtitle proofreading, and finalization and rendering. These processes contributed to improving the visual consistency, technical quality, readability, and overall professionalism of the promotional video. Through the collaboration of both researchers during the post-production phase, the final promotional video of *Masjid Menara Layur* and *Kampung Melayu* was successfully produced in a high-quality format that is informative, visually appealing, and suitable for promotional purposes.

4.1.3.3 Expert Validation

This stage was conducted to evaluate the quality and feasibility of the promotional video before it was tested on the target audience. The validation process aimed to ensure that the video content, visual appearance, and technical aspects were appropriate and effective as a promotional media product. In this project, the validation process was carried out by Alfin Rosyidha, S.Pd., M.A. as the expert validator. After reviewing the promotional video comprehensively, the validator provided several suggestions and evaluations for product improvement. The feedback given by the validator included:

Form of Validation Product
Menara di Jalur Dagang: Jejak Peradaban Kampung Melayu

Validator : Alfin Rosyidha, S.Pd., M.A.
Date : 21 May 2020

Material Expert Validation

Please checklist one of the selected answers (✓)

1. Is the information presented in the video accurate and relevant?
 Inaccurate Fairly Accurate Accurate Very Accurate
2. Is the content easy for viewers to understand?
 Difficult Fairly Easy Easy Very Easy
3. Is the narration clear in delivering the promotional message?
 Unclear Fairly Clear Clear Very Clear
4. Is the sequence of information systematic and organized?
 Unsystematic Fairly Systematic Systematic Very Systematic
5. Does the material match the purpose of promoting *Masjid Menara Layur*?
 Unsuitable Fairly Suitable Suitable Very Suitable
6. Does the video provide informative content for viewers?
 Uninformative Fairly Informative Informative Very Informative
7. Is the language used understandable and communicative?
 Confusing Fairly Understandable Understandable Very Understandable
8. Is the overall material suitable to be used as promotional content?
 Unsuitable Fairly Suitable Suitable Very Suitable
9. Is there more information needed to add to the video? If yes, please explain.
No. Just make sure that the historical background and cultural significance of Masjid Menara Layur are delivered clearly and briefly, so viewers can understand the message.
10. Criticism and suggestion.
 - ⊗ Several scene showed visuals that were not fully synchronized with the narration being delivered
 - ⊗ The camera framing in several scene was considered too close, not representing the narration and affecting the audience's viewing comfort.

Figure 4. 13 Signed Validation Form of Material and Linguistic Aspects

Form of Validation Product
Menara di Jalur Dagang: Jejak Peradaban Kampung Melayu

Validator : Alfin Rosyidha, S.Pd., M.A.
Date : 21 May 2020

Media Expert Validation

Please checklist one of the selected answers (✓)

1. Is the visual appearance of the video attractive and suitable for promotional purposes?
 Unattractive Fairly Attractive Attractive Very Attractive
2. Is the image and video quality clear enough to support the content delivery?
 Unclear Fairly Clear Clear Very Clear
3. Is the audio narration easy to hear and understand?
 Inaudible Fairly Audible Audible Very Audible
4. Are the subtitles or texts displayed clearly and easy to read?
 Unreadable Fairly Readable Readable Very Readable
5. Are the transitions and editing flow smooth and appropriate?
 Inappropriate Fairly Appropriate Appropriate Very Appropriate
6. Does the video create an interesting promotional impression for viewers?
 Ineffective Fairly Effective Effective Very Effective
7. Is the duration of the video appropriate, neither too long nor too short to promotional purposes?
 Uninteresting Fairly Interesting Interesting Very Interesting
8. Is the overall video presentation suitable as promotional media?
 Unsuitable Fairly Suitable Suitable Very Suitable
9. Is there more information needed to add to the video? If yes, please explain.
No additional information is needed.
10. Criticism and suggestion.
 - ⊗ The font used for the title and interview question text was considered less suitable to support the visual appearance of promotional video

Figure 4. 14 Signed Validation Form of Video Display Aspects

Based on the results of the expert validation conducted by validator Alfin Rosyidha, S.Pd., M.A., it can be concluded that the promotional video “Sailing

Through History: The Cultural Heritage of *Masjid Menara Layur*” meets the criteria for a suitable promotional medium.

The results of the content validation indicate that the information presented in the video is deemed highly accurate, relevant, systematic, and aligned with the promotional objectives of the *Masjid Menara Layur*. The language used is also considered easy to understand and communicative, ensuring that the promotional message is effectively conveyed to the audience. Overall, the material in the video is deemed suitable for use as promotional content. However, the validator suggests that the historical background and cultural values of the *Masjid Menara Layur* be presented more clearly and concisely so that the intended message can be understood more effectively by the audience.



From a media perspective, the video was found to have an appealing visual presentation, excellent image and audio quality, appropriate transitions, and the ability to effectively convey a promotional message to the audience. The video’s duration is also considered appropriate, and the overall presentation is deemed highly suitable as a promotional medium. However, there are some suggestions for improvement, namely the use of fonts in the main title and interview question text, which do not fully support the promotional visual appeal. Additionally, some scenes are deemed not fully aligned with the narrative being conveyed, and there are shots taken too close up, which reduces the audience’s comfort while watching.

Overall, the validation results indicate that the promotional video *Sailing Through History: The Cultural Heritage of Masjid Menara Layur* is suitable for use as a promotional medium, rated from good to very good. Several minor revisions are needed, particularly regarding the synchronization of visuals with the narrative, font selection, a more concise presentation of historical and cultural information, and camera composition adjustments to optimize video quality.

4.1.3.4 Product Revision

Based on the feedback and evaluations received from experts during the validation phase, the researchers made several revisions to improve the overall quality of the promotional video before moving on to the pilot phase.

Table 4. 3 Before and After Revising

Before	After	Description																																								
		<p>The font used for the title and question text was changed to a cleaner and more modern typeface with better readability, in order to support the overall visual appearance and aesthetics of the video.</p>																																								
<table border="1"> <thead> <tr> <th>Indonesia</th> <th>English</th> </tr> </thead> <tbody> <tr> <td>Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.</td> <td>On the north coast of Java, there is a city that has long been a crossroads of many civilisations.</td> </tr> <tr> <td>Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.</td> <td>These historical traces are still visible across the city, especially in Kota Lama.</td> </tr> <tr> <td>Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.</td> <td>This city holds more than just history. It is a place where life continues to move forward.</td> </tr> <tr> <td>Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.</td> <td>Every corner holds a story that forms the city's identity.</td> </tr> <tr> <td>Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.</td> <td>Near this historic district, there is a village that tells the story of different cultures meeting.</td> </tr> <tr> <td>Kawasan ini dikenal sebagai Kampung Melayu.</td> <td>This area is known as Kampung Melayu.</td> </tr> <tr> <td>Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.</td> <td>Entering this area, the atmosphere becomes quieter and filled with a sense of history.</td> </tr> <tr> <td>Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.</td> <td>Kampung Melayu is a place that preserves the long history of cultural encounters.</td> </tr> <tr> <td>Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.</td> <td>This village was once an important trading hub on the north coast of Java.</td> </tr> </tbody> </table>	Indonesia	English	Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.	On the north coast of Java, there is a city that has long been a crossroads of many civilisations.	Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.	These historical traces are still visible across the city, especially in Kota Lama.	Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.	This city holds more than just history. It is a place where life continues to move forward.	Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.	Every corner holds a story that forms the city's identity.	Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.	Near this historic district, there is a village that tells the story of different cultures meeting.	Kawasan ini dikenal sebagai Kampung Melayu.	This area is known as Kampung Melayu.	Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.	Entering this area, the atmosphere becomes quieter and filled with a sense of history.	Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.	Kampung Melayu is a place that preserves the long history of cultural encounters.	Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.	This village was once an important trading hub on the north coast of Java.	<table border="1"> <thead> <tr> <th>Indonesia</th> <th>English</th> </tr> </thead> <tbody> <tr> <td>Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.</td> <td>On the north coast of Java, there is a city that has long been a crossroads of many civilisations.</td> </tr> <tr> <td>Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.</td> <td>These historical traces are still visible across the city, especially in Kota Lama.</td> </tr> <tr> <td>Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.</td> <td>This city holds more than just history. It is a place where life continues to move forward.</td> </tr> <tr> <td>Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.</td> <td>Every corner holds a story that forms the city's identity.</td> </tr> <tr> <td>Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.</td> <td>Near this historic district, there is a village that tells the story of different cultures meeting.</td> </tr> <tr> <td>Kawasan ini dikenal sebagai Kampung Melayu.</td> <td>This area is known as Kampung Melayu.</td> </tr> <tr> <td>Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.</td> <td>Entering this area, the atmosphere becomes quieter and filled with a sense of history.</td> </tr> <tr> <td>Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.</td> <td>Kampung Melayu is a place that preserves the long history of cultural encounters.</td> </tr> <tr> <td>Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.</td> <td>This village was once an important trading hub on the north coast of Java.</td> </tr> </tbody> </table>	Indonesia	English	Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.	On the north coast of Java, there is a city that has long been a crossroads of many civilisations.	Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.	These historical traces are still visible across the city, especially in Kota Lama.	Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.	This city holds more than just history. It is a place where life continues to move forward.	Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.	Every corner holds a story that forms the city's identity.	Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.	Near this historic district, there is a village that tells the story of different cultures meeting.	Kawasan ini dikenal sebagai Kampung Melayu.	This area is known as Kampung Melayu.	Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.	Entering this area, the atmosphere becomes quieter and filled with a sense of history.	Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.	Kampung Melayu is a place that preserves the long history of cultural encounters.	Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.	This village was once an important trading hub on the north coast of Java.	<p>Some revisions to this script focused on improving the natural flow, clarity, and accuracy of the English translation, making it sound more fluid and contextual to the reader.</p>
Indonesia	English																																									
Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.	On the north coast of Java, there is a city that has long been a crossroads of many civilisations.																																									
Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.	These historical traces are still visible across the city, especially in Kota Lama.																																									
Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.	This city holds more than just history. It is a place where life continues to move forward.																																									
Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.	Every corner holds a story that forms the city's identity.																																									
Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.	Near this historic district, there is a village that tells the story of different cultures meeting.																																									
Kawasan ini dikenal sebagai Kampung Melayu.	This area is known as Kampung Melayu.																																									
Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.	Entering this area, the atmosphere becomes quieter and filled with a sense of history.																																									
Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.	Kampung Melayu is a place that preserves the long history of cultural encounters.																																									
Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.	This village was once an important trading hub on the north coast of Java.																																									
Indonesia	English																																									
Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi percampuran berbagai peradaban.	On the north coast of Java, there is a city that has long been a crossroads of many civilisations.																																									
Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota, salah satunya di kawasan Kota Lama.	These historical traces are still visible across the city, especially in Kota Lama.																																									
Kota ini tidak hanya menyimpan sejarah, tetapi juga kehidupan yang terus bergerak dan selalu berubah.	This city holds more than just history. It is a place where life continues to move forward.																																									
Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.	Every corner holds a story that forms the city's identity.																																									
Tak jauh dari kawasan bersejarah ini terdapat sebuah kampung yang menyimpan kisah pertemuan berbagai budaya.	Near this historic district, there is a village that tells the story of different cultures meeting.																																									
Kawasan ini dikenal sebagai Kampung Melayu.	This area is known as Kampung Melayu.																																									
Menikmati kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh makna sejarah.	Entering this area, the atmosphere becomes quieter and filled with a sense of history.																																									
Kampung Melayu adalah sebuah kawasan yang menyimpan jejak panjang pertemuan berbagai budaya.	Kampung Melayu is a place that preserves the long history of cultural encounters.																																									
Kampung yang dahulu menjadi salah satu pusat perdagangan penting di pesisir utara Jawa.	This village was once an important trading hub on the north coast of Java.																																									



Some clips were replaced with backup footage that provides a more balanced and appropriate visual perspective.

Once all revisions have been completed and the validator has confirmed the changes, the promotional video is considered valid and eligible to proceed to the product testing phase.

4.1.3.5 Product Testing

After the promotional video had undergone expert validation and revisions, product testing was conducted to gather responses from the target audience regarding the quality and effectiveness of the video. A total of 23 people participated in completing the questionnaire, consisting of 21 local tourists and 2 international students from Universitas Ahmad Dahlan (UAD). The selection of local tourists was based on their suitability with the target audience of the promotional video as well as their interest in Indonesian tourism and culture. On the other hand, the involvement of foreign tourists aimed to obtain a more diverse perspective on the effectiveness of the video in conveying information related to culture and tourism to an international audience.

The testing focused on several aspects, including the concept and information, video and audio quality, video appeal, effectiveness as a promotional tool and criticism and suggestions of the video. The questionnaire used in the product testing is presented in Table 4.4.

Table 4. 4 Responses

No.	Statements	Average	Interval
1.	The promotional video provides clear information about <i>Masjid Menara Layur</i> .	3,5	Strongly Agree
2.	The history of <i>Masjid Menara Layur</i> is well presented in the video.	3,1	Agree
3.	The information presented in the video is easy to understand.	3,3	Strongly Agree
4.	The visuals of the video, subtitles, and narration are clear and easy to understand.	3,3	Strongly Agree
5.	The background music and audio quality are appropriate and clear.	3,2	Agree
6.	The video gives a positive impression of <i>Masjid Menara Layur</i> .	3,5	Strongly Agree
7.	The promotional video is interesting from beginning to end.	3,1	Agree
8.	The promotional video helps introduce <i>Masjid Menara Layur</i> to a wider audience.	3,4	Strongly Agree
9.	Overall, the promotional video is suitable to be used as a tourism promotion medium.	3,2	Agree

Based on the evaluation results from the nine statements included in the questionnaire, it can be concluded that the promotional video of *Masjid Menara Layur* received positive feedback from the respondents. The analysis revealed an overall mean score of 3.3, which is categorized as Strongly Agree.

In terms of content, the respondents generally agreed that the information presented in the video was clear and informative. The statement regarding the

clarity of information received an average score of 3.5, indicating that the audience was able to understand the information about *Masjid Menara Layur* effectively. The presentation of the mosque's historical background obtained an average score of 3.1, showing that the historical aspects were conveyed adequately. Furthermore, the ease of understanding the information received a score of 3.3, suggesting that the content was accessible and easy for viewers to follow. The video's ability to introduce *Masjid Menara Layur* as a tourism destination also received a positive evaluation, with an average score of 3.4.

Regarding media display, the respondents expressed favorable opinions about the visual and audio elements of the video. The clarity of the visuals, subtitles, and narration achieved an average score of 3.3, indicating that these components effectively supported the delivery of information. Meanwhile, the audio quality and background music received a score of 3.2, demonstrating that the sound elements were considered appropriate and contributed positively to the overall viewing experience. The statement related to the attractiveness of the video from beginning to end obtained an average score of 3.1, suggesting that the video was able to maintain viewers' attention throughout its duration.

One of the highest scores, 3.5, was obtained for the statement concerning the positive impression created by the video. This result indicates that the video successfully promoted a favorable image of *Masjid Menara Layur* and effectively highlighted its historical, cultural significance.

For statement item number 9, which assessed the video's appropriateness as a tourism promotion medium, respondents gave an average score of 3.2, placing it within the "Agree" category. Despite being marginally lower than the overall mean score of 3.3, the result indicates that the video is still perceived as a suitable and effective tool for tourism promotion. The small gap between these scores can be attributed to several suggestions provided by respondents, particularly concerning the improvement of lighting quality and visual effects. According to their feedback, enhancing these technical elements could increase the video's effectiveness in presenting and emphasizing the cultural and historical significance of *Masjid Menara Layur*.

4.1.4 Disseminate

Upon the completion of all phases of production, assessment, and modification, the team of researchers successfully concluded the bilingual promotional video titled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” in alignment with the specified goals. The video is scheduled to be released via the YouTube channel of the *Bahasa Asing Terapan SV Undip* on June 2, 2026.

Through its publication, the researcher hopes that the video can serve as an effective promotional medium to introduce *Masjid Menara Layur* to a wider audience. In addition to promoting the destination, the video provides valuable information regarding the mosque’s historical background, unique architecture, and cultural heritage associated with the *Kampung Melayu* area. The researcher also hopes that this promotional video can increase public awareness of the site and encourage more visitors, including domestic tourists, and international travelers, to explore and appreciate its historical significance.

To protect the originality of the work and ensure legal ownership, the promotional video was registered for copyright protection through the Directorate General of Intellectual Property (DGIP). The copyright certificate obtained through this registration process is attached to this research report as supporting documentation. Furthermore, the final promotional video was officially submitted to the relevant stakeholders through a Product Handover Report (*Berita Acara Serah Terima/BAST*) as evidence of product delivery and acceptance. Both the copyright certificate and the Product Handover Report are included in the appendices of this research report.

The stakeholders also provided positive feedback on the final promotional video. The stakeholders involved in the evaluation process included Mr. Fauzan, the Vice Leader of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*), as well as several local community members living around the *Masjid Menara Layur* area. Mr. Fauzan stated that the video successfully introduces *Masjid Menara Layur* and provides viewers with a general understanding of the history, architecture, and cultural heritage of the *Kampung Melayu* area. The combination

of visuals, narration, and subtitles was considered effective in delivering information in an engaging, informative, and easy-to-understand manner. The stakeholders also mentioned that the video was able to capture the atmosphere of the area and highlight several important aspects of the destination.

The stakeholders noted that one scene showing the bridge area contained visible graffiti or signs of vandalism. However, this was not considered a significant issue because the scene reflects the actual condition of the surrounding environment. Furthermore, the presence of the graffiti did not detract from the overall message or quality of the promotional video. In addition, several local community members provided feedback regarding the visual effects and lighting used in the video. They suggested that the lighting could be improved to better support the intended message of the video and make visual details more visible to viewers. Overall, the stakeholders expressed satisfaction with the final product and considered it suitable as a promotional medium for introducing *Masjid Menara Layur* to a wider audience.

4.2 Discussions

The final product of this research is a bilingual promotional video entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*”. The video combines Indonesian narration with English subtitles to accommodate both local and international audiences. Indonesian was selected as the primary narration language to maintain the authenticity of the cultural and historical narratives presented, while the English subtitles were included to help foreign visitors understand the information conveyed in the video. Through a storytelling-based approach, viewers are guided to explore the history, culture, and atmosphere of *Kampung Melayu*, allowing them to engage more deeply with the heritage value of the *Masjid Menara Layur*. This approach supports the objective of promoting the destination to a broader audience beyond the local community.

The development of the promotional video followed the Research and Development (R&D) method using the 4D model proposed by Thiagarajan et al. (1974). During the development process, continuous feedback was collected from

the research supervisor, the vice leader of *Pokdarwis Kampung Melayu*, and questionnaire respondents. The suggestions and evaluations obtained from these parties played an important role in refining the product throughout each stage of development, resulting in a promotional video with improved quality and effectiveness.

Prior to publication on the YouTube channel of the *Bahasa Asing Terapan SV Undip*, careful consideration was given to selecting a title that accurately represented the content of the video. The title “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” was ultimately chosen because it reflects the historical identity of the *Masjid Menara Layur* and its connection to the area’s trading heritage. In addition to being informative, the title was designed to evoke curiosity and encourage audiences to learn more about the historical significance of the site. The use of expressive language also helps strengthen the promotional appeal of the video.

Compared to previous studies, this product demonstrates several distinctive characteristics. Rosianta and Sabri (2018) produced a tourism promotional video focusing on Rupert Island as a whole, using English narration and Indonesian subtitles. In contrast, this study concentrates on a specific cultural heritage site, namely the *Masjid Menara Layur*, and reverses the language arrangement by employing Indonesian narration accompanied by English subtitles. This decision was made to preserve local authenticity while maintaining accessibility for international audiences.

Similarly, the study conducted by Fadilah et al. (2022) promoted tourism destinations across Jembrana Regency through a broader tourism perspective. Unlike that study, the present research emphasizes community participation by incorporating information gathered through interviews with *Pokdarwis* representatives and local residents living around the *Masjid Menara Layur*. As a result, the promotional narrative is supported by local perspectives and historical insights, increasing its credibility and authenticity.

Another difference can be seen in the work of Sitepu et al. (2024), which highlighted vintage visual effects as the primary attraction of the promotional video. Although both studies utilize emotional storytelling techniques to attract viewers, this research further enhances audience accessibility through bilingual presentation and places a stronger emphasis on the historical and cultural significance of a specific heritage destination. Nevertheless, all three previous studies share similarities with this research in applying systematic production procedures and using emotional engagement achieved through the portrayal of the Arab community's cultural heritage, particularly the tradition of serving "*Kopi Arab*" during communal iftar gatherings at *Masjid Menara Layur*. At 06:50, the video depicts members of the community breaking their fast and gathering together in a warm, communal atmosphere, emphasizing the values of togetherness and cultural continuity. This is followed by the scene at 07:46, which highlights the preparation and serving of *Kopi Arab*, a long-standing tradition that has been preserved across generations. These visual representations are intended to create a sense of appreciation, cultural connection, and emotional attachment between the audience and the cultural heritage site.

The validation and evaluation stages generated a range of constructive feedback related to the quality of the video. Both content and media validators recommended several revisions. One of the main suggestions concerned the typography used in the title and interview sections, which was considered inconsistent with the overall visual design. Another recommendation focused on improving the synchronization between visual footage and voice-over narration in certain scenes. In addition, some camera shots were viewed as being framed too closely, reducing visual comfort for viewers. These suggestions were carefully addressed during the revision stage, resulting in a more polished and professional final product.

Responses from both local and international participants indicated a positive reception toward the promotional video. Many respondents reported increased interest in visiting the *Masjid Menara Layur* after watching the video. They also

considered the Indonesian narration suitable for the visual presentation and found the English subtitles helpful in understanding the historical and cultural information provided. Despite these positive responses, several viewers suggested that improvements could still be made to the composition and clarity of certain shots to further enhance the overall viewing experience and strengthen the narrative flow of the video.