

**PRODUCING A PROMOTIONAL VIDEO TO
HIGHLIGHT 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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BACHELOR OF APPLIED FOREIGN LANGUAGE

VOCATIONAL COLLEGE

UNIVERSITAS DIPONEGORO


2026

STATEMENT OF ORIGINALITY

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A FINAL PROJECT

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CULTURAL HERITAGE OF MASJID MENARA LAYUR**

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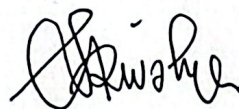
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Rossaria Hardiana Ramadhani

ABSTRACT

This study aims to develop a bilingual promotional video titled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” as a medium to introduce the historical, cultural, and heritage values of *Masjid Menara Layur* to both domestic and international audiences. The product was developed using the Research and Development (R&D) method with the 4D model (Define, Design, Develop, and Disseminate). The development process was carried out through pre-production, production, and post-production stages, resulting in a promotional video with Indonesian narration accompanied by English subtitles. Validation and product testing results showed positive responses regarding the quality of information, visuals, and audio, indicating that the video is suitable as an effective cultural tourism promotion medium to introduce *Masjid Menara Layur* and raise public awareness of the cultural heritage of *Kampung Melayu*. The novelty of this study lies in the integration of cultural tourism promotion with heritage-based educational storytelling, presented through the historical background, architectural acculturation, and living traditions of *Masjid Menara Layur* in a bilingual audiovisual format. Furthermore, the combination of Indonesian narration and English subtitles broadens the reach of this video to international audiences without compromising the authenticity of local culture.

Keywords: promotional video, *Masjid Menara Layur*, cultural tourism, Research and Development (R&D).

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan video promosi bilingual berjudul “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” sebagai media untuk memperkenalkan nilai sejarah, budaya, dan warisan *heritage* Masjid Menara Layur kepada audiens lokal maupun internasional. Produk dikembangkan menggunakan metode *Research and Development (R&D)* dengan model 4D (*Define, Design, Develop, dan Disseminate*). Proses pengembangan dilaksanakan melalui tahapan pra-produksi, produksi, dan pasca-produksi, sehingga menghasilkan video promosi bernarasi Bahasa Indonesia yang disertai subtitle Bahasa Inggris. Hasil validasi dan uji coba produk menunjukkan respons positif terhadap kualitas informasi, visual, dan audio, yang mengindikasikan bahwa video tersebut layak digunakan sebagai media promosi wisata budaya yang efektif untuk memperkenalkan Masjid Menara Layur sekaligus meningkatkan kesadaran masyarakat terhadap warisan budaya Kampung Melayu. Kebaruan penelitian ini terletak pada integrasi antara promosi wisata budaya dan penceritaan edukatif berbasis warisan sejarah, yang disajikan melalui latar belakang historis, akulturasi arsitektur, serta tradisi yang masih hidup di Masjid Menara Layur dalam format audiovisual bilingual. Di samping itu, perpaduan narasi Bahasa Indonesia dengan subtitle Bahasa Inggris memperluas jangkauan video ini kepada audiens internasional tanpa mengorbankan keaslian budaya lokal.

Kata Kunci: video promosi, Masjid Menara Layur, wisata budaya, *Research and Development (R&D)*.

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