

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

The rapid development of digital media has significantly transformed the tourism and cultural heritage preservation sectors. The cultural industry is also undergoing a shift, with digital content becoming the focal point of cultural production and consumption, influencing sectors such as tourism and heritage conservation in various countries (Arabiun et al., 2023). With information spread across multiple digital platforms, promotional videos are no longer viewed as supplementary materials but have evolved into essential tools for promoting a destination and influencing travelers plans to visit (Herstanti et al., 2024). Messages can be communicated more effectively through audio-visual media, where the combination of spoken and visual components creates favorable impressions in the audience (Gan et al., 2023).

Promotional videos are essential in the field of cultural heritage promotion and preservation because they combine sensory experiences with storytelling techniques (Kasemsarn & Nickpour, 2025). Cultural values can be transformed into a more contemporary and adaptable tourism offering through the use of digital technology in historical site promotion (Manglis et al., 2019). In addition to increasing a tourist destination's visibility, creatively packaged video content significantly raises public awareness of the value of cultural conservation (Li & Tay, 2024). Thus, promotional videos serve not merely as marketing tools, but have evolved into a medium for cultural preservation that simultaneously fosters awareness, emotional connection, and interest in visiting among tourists.

The effectiveness of a promotional message is also largely determined by its language accessibility and narrative approach. The use of English as an international language enables complex historical information to be communicated accurately to a broader audience, which is crucial for the wider spread of

information (Lonardi et al., 2024). Research confirms that audience engagement and the impact of the message are greatly increased when narrative appeal and visual content are in harmony (Gan et al., 2023). Moreover, the use of digital media in English increases the impact of the promotion by encouraging users all over the world to share information on social media (Alghizzawi et al., 2024). Current global digital marketing trends continue to shift toward more immersive and comprehensive experiences for potential travelers, making this approach particularly crucial (Christou et al., 2025).

*Masjid Menara Layur* in Semarang stands as a compelling yet underrepresented example of Indonesia's multicultural heritage. *Masjid Menara Layur*, which translates to "The Lighthouse Mosque," is a historic mosque located in the *Kampung Melayu* area of Semarang, Central Java, Indonesia. Constructed in 1802 by the Hadhrami-Arab community in the *Kampung Melayu* area, the mosque has historically served as a major trading hub and a symbol of Semarang's maritime glory (Andhika, 2023). Its architecture represents a distinctive fusion of Middle Eastern, Javanese, and Malay influences, featuring a prominent minaret that once functioned as a lighthouse for ships navigating the *Kali Semarang* (Aditabayo, 2023). Beyond its physical structure, the mosque preserves a living cultural tradition known as *Kopi Arab*, a spiced coffee prepared with cardamom, ginger, cinnamon, and other ingredients. Served during the fast-breaking ceremony of Ramadan for over a century, this tradition embodies the hospitality and enduring cultural ties of the Yemeni diaspora in Semarang. The combination of its historical significance, unique architecture, and living traditions makes *Masjid Menara Layur* a rich subject for cultural heritage promotion through visual media.

Despite its remarkable cultural significance, *Masjid Menara Layur* has not received adequate recognition as an international cultural tourism destination. This limitation is primarily due to the lack of representative visual promotional materials and the scarcity of English-language content capable of bridging the local narrative to a global audience. Therefore, through the development of this bilingual promotional video, it is highly expected that *Masjid Menara Layur* can finally achieve broader international recognition and successfully attract global tourists to

experience its rich cultural heritage. Based on observations and comprehensive interviews with the leader and vice leader of the *Kampung Melayu* Awareness Group (*Pokdarwis*) and mosque administrator, the mosque is more frequently visited by local tourists and nearby residents, while its historical narrative remains largely inaccessible to international visitors. To date, no prior academic work has specifically focused on producing a promotional video using Indonesian narration with English subtitles to document and promote the cultural heritage of *Masjid Menara Layur*. This gap highlights the urgent need for a representative and accessible promotional medium that can elevate its profile on the global stage.

As a student in the Applied Foreign Languages program with a concentration in English, the researcher is equipped not only with English language skills but also with knowledge in the field of tourism, including the creation of promotional media. This makes the project to create a promotional video for the *Masjid Menara Layur* an ideal platform to practically apply academic competencies, including scriptwriting, voice narration, and video editing, while simultaneously contributing to the *Masjid Menara Layur*'s visibility on the international stage. Efforts to preserve and promote cultural heritage are, in essence, a shared responsibility among various elements of society, including the academic world. Thus, through this project, the researcher aims to make academic work a bridge between the potential of local cultural heritage and international recognition.

Therefore, this final project titled "*Producing a Promotional Video to Highlight the Cultural Heritage of Masjid Menara Layur*" is carried out as a concrete effort in the preservation and promotion of local cultural heritage. Through an engaging visual blend featuring Indonesian narration and English subtitles, this video is intended to present the history, architecture, and living traditions of *Masjid Menara Layur* in an engaging and emotionally resonant manner, thereby encouraging a global audience to discover and appreciate this extraordinary aspect of Indonesia's cultural heritage.

## **1.2 Statement of Problem**

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

- a. What is the pre-production and post-production process for a promotional video designed to highlight the cultural tourism potential of the *Masjid Menara Layur*?
- b. How about the stakeholder's feedback regarding the English promotional video for *Masjid Menara Layur*?

### **1.3 Objective of the Study**

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

- a. To describe how the video pre-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*.
- b. To find out what the stakeholders thought of the English promotional video for the *Masjid Menara Layur*.

### **1.4 Significances of the Study**

This study is expected to provide benefits for several parties, which are as follows:

- a. For the Researcher  
To broaden knowledge and develop the researcher's creative skills in producing promotional videos in the field of tourism.
- b. For University  
To contribute to enhancing the reputation of Universitas Diponegoro through an English-language promotional video about the *Masjid Menara Layur* that is relevant to the field of tourism studies.
- c. For the Tourism Industry (*Masjid Menara Layur*)  
To introduce the tourism potential of the *Masjid Menara Layur* to tourists, including domestic and international tourists, through promotional video media.

### **1.5 Output**

The project's output, a 9.09-minute promotional video with Indonesian narration and English subtitle that highlights *Masjid Menara Layur*'s cultural

heritage potential in *Kampung Melayu*, including its rich history, unique architecture, and living cultural traditions, is posted to Bahasa Asing Terapan SV Undip YouTube channel, entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*”. A written report outlining the pre-production, production, and post-production procedures as well as the importance of visual media in the growth of local tourism is also included in this project.