

## CHAPTER IV

### RESULT AND DISCUSSIONS

#### 4.1 Product Development Results

The development process for this tourism promotional video with English subtitles for the *Masjid Menara Layur* was carried out systematically using the 4D development model (Define, Design, Develop, Disseminate) proposed by Thiagarajan et al. (1974). To ensure work efficiency and professional-quality audiovisual output, the entire production process was based on a division of labor among team members, encompassing the Pre-Production, Production, and Post-Production phases. The researcher took full responsibility for the Pre-Production phase, fellow researcher Maeva Putri Wulandari executed the Production phase, and the Post-Production phase was completed collaboratively by both parties until the product was deemed ready for dissemination.

##### 4.1.1 Define

The define phase was carried out through four main activities, namely needs analysis, audience analysis, material analysis, and formulating development objectives, as elaborated below.

##### a. Needs Analysis

Through field observations, digital research, and interviews with the leader and vice leader of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*) and the mosque administrator, the researcher identified that *Masjid Menara Layur* holds significant potential as a historical and cultural tourism destination. During the field observation, the researcher observed the mosque's distinctive architectural features that reflect a blend of Javanese, Arabic, and Malay influences, as well as the preservation of traditional *Kopi Arab* culture practiced by the surrounding community. However, prior to this study, the existing promotional media for *Masjid*

*Menara Layur* and *Kampung Melayu* consisted only of Indonesian-language content published through Instagram and YouTube channels, with no English-language digital content available. This content was managed by the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*), but its visual quality and production value were not yet strong enough to engage a broader audience, particularly international tourists. This finding underscored the necessity of developing a promotional video with Indonesian narration and English subtitles as a more representative and effective medium for introducing the destination to a broader, international audience.

b. Audience Analysis

Through the mapping process, the researcher determined that the target audience for this promotional video encompasses both domestic and international tourists. In this research, the promotional video for international audiences is essential to elevate the global recognition of *Masjid Menara Layur* as a heritage site due to its historical role in maritime trade and its location within the multicultural *Kampung Melayu*, despite currently being more frequently visited by local tourists. Based on this audience profile, the promotional video was designed using Indonesian narration and English subtitles, a bilingual approach that aims to preserve local authenticity for domestic viewers while remaining accessible to international audiences.

c. Material Analysis

The researcher gathered data through field observations, digital searches, interviews with the leader and vice leader of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*) and the mosque administrator concerning the historical background, architectural uniqueness, and cultural traditions of *Masjid Menara Layur*. The findings revealed that the mosque holds distinctive historical value, notably through its minaret that once served as a lighthouse for trading vessels navigating the *Kali Semarang*. Furthermore, its architecture embodies a harmonious blend of Arab, Malay,

and Javanese influences, while the tradition of breaking the fast with *Kopi Arab* continues to be preserved by the local community to this day.



Figure 4.1 Documentation of Physical and Architectural Observations of the *Masjid Menara Layur*

d. Formulating Development Objectives

Drawing from the findings of the preceding analyses, the researcher formulated the development objective of producing a promotional video with Indonesian narration and English subtitles to introduce the historical and cultural values of *Masjid Menara Layur* to a wider audience. The development of this promotional video was further reinforced by the full support of the *Kampung Melayu* Awareness Group (*Pokdarwis*) and the mosque administrator, reflecting a shared commitment to raising public awareness and attracting both domestic and international tourists to this significant heritage site.

Overall, the define phase successfully established a comprehensive foundation for the development of this promotional video. Through field observations, digital researches, and direct interviews with the *Kampung Melayu* Awareness Group (*Pokdarwis*) and mosque administrator, the researcher identified the urgency of developing bilingual promotional media for *Masjid Menara Layur*, profiled the target audience encompassing domestic and international tourists interested in cultural tourism, documented the mosque's rich historical,

architectural, and cultural values. These findings collectively provided a well-grounded direction for the subsequent design and production stages.

#### 4.1.2 Design

Entering the Design phase, the researcher translated all the conceptual data obtained during the Define phase into a structured technical design. This phase serves as a concrete representation of the initial preparations that underpin the entire video production process. To systematically implement this design, the workflow for this phase is as follows:

##### 4.1.2.1 Pre-Production Phase

The pre-production phase served as the foundational stage of the video development, encompassing all planning and preparation activities carried out prior to filming. This phase consisted of several systematic steps as detailed below:

##### a. Concept and Script Writing

The video concept is structured into nine main sections, namely:

Table 4.1 Video Concept

No.	Section	Explanation
1.	Opening	Introduction to Semarang as a historic city and transition to the <i>Kampung Melayu</i> area
2.	History and Ethnic Groups of <i>Kampung Melayu</i>	Explanation that Kampung Melayu was the birthplace of Semarang (16th–19th centuries), characterized by a harmonious ethnic diversity.
3.	Interview with a Source	Explanation by the vice leader of the <i>Kampung Melayu</i> Tourism Awareness Group ( <i>Pokdarwis</i> ) regarding the background of <i>Kampung Melayu</i> as a center of trade and inter-ethnic harmony.

4.	History of the <i>Kali Semarang</i> .	Explanation of the role of the <i>Kali Semarang</i> as the main route for foreign trade ships in the past.
5.	History and Architecture of the <i>Masjid Menara Layur</i>	The history of the 200-year-old building, which originally served as a lighthouse and harbor master's office (William I Tower) before becoming a mosque.
6.	Interview with resident	Explanation by the interviewee that the mosque once served as a community activity center/meeting place, not merely a place of worship.
7.	The Tradition of <i>Kopi Arab</i>	Introduction to the tradition of breaking the fast with <i>Kopi Arab</i> as a cultural heritage and a symbol of togetherness.
8.	Interview with Visitor	Testimony from a visitor from Bekasi regarding the unique experience of tasting <i>Kopi Arab</i> in <i>Kampung Melayu</i> .
9.	Conclusion and Persuasive Closing	A reaffirmation that the historical traces in <i>Kampung Melayu</i> are a heritage that must continue to be told again.

The next step is to write a script. The script was developed in a bilingual format, with Indonesian narration on the left column and the corresponding English translation on the right column. This script is presented in a bilingual format, with the Indonesian text in the left column and the English translation in the right column. Below are some examples of the scripts that have been created:

Di pesisir utara Pulau Jawa, berdiri sebuah kota yang sejak lama menjadi persimpangan berbagai peradaban.	On the north coast of Java, there is a city that has long been a crossroads of civilizations.
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 dari waktu ke waktu.	This city not only preserves history, but also a life that is countinuously moving through time
Di setiap sudutnya, terdapat cerita yang menjadi bagian dari identitas kota.	Every corner holds stories 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 keeps the story of cultural encounters.

Figure 4.2 Opening Script

Kawasan itu dikenal sebagai Kampung Melayu.	That area is known as Kampung Melayu.
Memasuki kawasan ini, suasana kota perlahan berubah menjadi lebih tenang dan penuh nuansa sejarah.	As you enter this district, the city slowly grows quieter and filled with historical nuance.
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.
Di sinilah berbagai bangsa bertemu dan membentuk sejarah bersama.	This is where different nations met and created a shared history.
Sejarah itu masih dapat dilihat dari bangunan-bangunan lama dan kehidupan masyarakat yang tetap berjalan hingga hari ini.	That history can still be seen in the old buildings and the daily lives of the people today.
Setiap sudut kampung menyimpan jejak budaya yang diwariskan dari generasi ke generasi.	Every corner of the village carries cultural heritage passed down through generations.

Figure 4.3 History and Ethnic Groups of *Kampung Melayu* Script

<p>“Kampung Melayu sendiri sudah ada sejak abad ke-16 sampai ke-19. Kampung Melayu adalah salah satu cikal bakal terbentuknya Kota Semarang, karena di kali inilah salah satu saksi sejarah peradaban Kampung Melayu terbentuk. Jadi, Kampung Melayu sendiri sudah lama ada, tinggal kita melakukan pengembangan-pengembangan. Nah, kalau kita berbicara mengapa bisa berkembang, salah satunya adalah keunikan etnis yang ada di Kampung Melayu sendiri. Berbagai suku dan ras rukun berdampingan di sini, mulai dari etnis Banjar, Pakistan, Arab, India, hingga Tionghoa. Sampai sekarang, alhamdulillah, kerukunan tersebut masih terjaga. Secara garis besar, Kampung Melayu pasti memiliki hubungan dengan perdagangan. Kampung Melayu di sini juga memiliki sejarah perdagangan, terbukti dengan adanya Kali Semarang ini. Sekarang sungai itu tinggal beberapa meter karena mengalami pendangkalan, padahal dulunya dalam. Di sinilah tempat berlabuhnya serta tempat bersandarnya kapal-kapal dari berbagai negara saat singgah ke sini”.</p>	<p>“Kampung Melayu has existed since the 16th to 19th century. It is one of the origins of Semarang City, as this river is a historical witness to the civilization that formed here. Kampung Melayu has been around for a long time, so now it is just a matter of further development. Speaking of its growth, one of the main reasons is the unique ethnic diversity in the area. Various tribes and races live side by side in harmony, from the Banjar, Pakistani, Arab, and Indian communities to the Chinese. Thankfully, that harmony is still maintained today. Broadly speaking, Kampung Melayu is deeply linked to trade. This is evident from the existence of the Kali Semarang. It is quite narrow now due to sedimentation, but it used to be very deep. This was once a harbor where ships from many different countries would stop by and dock”.</p>
--	---

Figure 4.4 Interview with a Source Script

The complete script, encompassing all sections from the opening to the conclusion and persuasive closing, is available in its entirety in Appendix 2.

b. Creating Storyboard

Once the concept and script reached their final stages, the researcher proceeded to create a storyboard as a technical visual guide for each scene during the filming process. The researcher used the Canva app to create the storyboard. The full details of the storyboard, including visualizations of each video segment, can be found in the Appendix 3.


Timestamp: 00.10 - 00.21	Scene : 2 Shot : 2	Set Plan: Kota Lama
		<b>Description:</b> Kota Lama, sepeda motor lewat, bangunan.
<b>SCRIPT</b>  Jejak sejarah itu masih dapat terlihat jelas di berbagai sudut kota/ salah satunya di kawasan Kota Lama//		

Figure 4.5 Storyboard

c. Location Survey and Permit Processing

The researcher conducted a site visit to the *Kampung Melayu* area and the *Masjid Menara Layur* to identify key technical aspects essential for video production, such as determining the best shooting times, varying camera angles, and selecting the most representative locations.

From a legal standpoint, the researcher followed the official administrative process by submitting a letter of authorization from the university to the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*) as the basis for obtaining an operational permit in the tourist area. This formal step was then reinforced through direct face-to-face communication with the mosque management and local residents to ensure full transparency regarding the production's objectives and to guarantee that every stage of filming upholds ethical values and local environmental wisdom throughout the project's execution.



Figure 4.6 Location Permit Form for *Kampung Melayu* Tourism Awareness Group

d. Preparation and Shooting Schedules

The researcher prepared all essential supplies to ensure a smooth filming process on location. This phase involved technical coordination with the cameraman to align their visual vision, as well as preparing the talent who would be featured in the promotional video for the *Masjid Menara Layur*. The researcher also drew up a structured shooting schedule with the following details:

Table 4.2 Shooting Schedules

Date	Agenda	Location
March 29, 2026 (15.00-end)	Video Shooting and Interview Vice Leader of the <i>Kampung Melayu</i> Awareness Group ( <i>Pokdarwis</i> )	<i>Masjid Menara Layur</i>

April 4, 2026 (9.00-end)	Video Shooting and Interview Local Resident	<i>Kampung Melayu</i>
April 12, 2026 (09.00-end)	Video Shooting and Interview Visitor	<i>Masjid Menara Layur</i>

#### 4.1.3 Develop

According to Thiagarajan et al. (1974), the primary objective of this stage is to produce the final form of a product through a series of systematically structured modifications and evaluations. In the context of promotional video development, the realization of the concept and the previously designed script is achieved through a direct technical execution process on-site. To ensure the final result meets established quality standards, this development phase begins with the production phase as a concrete step in gathering the necessary visual assets.

##### 4.1.3.1 Production Phase

According to Fernanda & Edlina (2024), mastery of cinematography techniques during on-location production is a key factor that directly influences the quality of the resulting footage, as every visual recorded must effectively convey a narrative message to the audience. Based on this principle, filming was conducted at several locations around *Masjid Menara Layur* and *Kampung Melayu* based on the storyboard and production schedule prepared in advance, using a Fujifilm X-T4 mirrorless camera and iPhone 12 Pro Max.

The shooting process was carried out by applying seven cinematographic techniques, namely wide shot to capture a broad view of the subject and its surroundings, long shot to highlight the relationship between the subject and its background from a considerable distance, medium shot to frame the subject from the waist up while balancing visibility with the surrounding environment, medium close-up shot to emphasize facial expressions and details from the chest or shoulders up, low-angle shot taken from below the subject pointing upward to create an impression of prominence, panning shot involving horizontal camera

movement to dynamically capture wider areas or track movement, and tilt shot involving vertical camera movement to convey the height or scale of the subject.

After the filming process was completed, the voice-over recording was performed by a narrator selected based on the narration script prepared during the pre-production phase, and was conducted in a quiet room to ensure optimal audio quality. A more in-depth discussion of this stage will be outlined by research partner Maeva Putri Wulandari in her section of the report.

#### 4.1.3.2 Post-Production Phase

The post-production phase is a crucial step in assembling and refining all the visual footage into a complete promotional video. Video editing was performed using the CapCut Pro app, encompassing footage selection and trimming, scene arrangement based on the storyboard, adding transitions, and synchronizing visual and audio elements. The recorded narration was then imported and synchronized with the corresponding visual scenes, with adjustments made to placement, volume, and clarity to ensure the narration aligned effectively with the footage. The Indonesian narration texts were subsequently translated into English using DeepL as an initial translation aid. The translated subtitles were then integrated into the video by synchronizing them with the narration and corresponding visual scenes to ensure accuracy and readability. Before adding background music, the copyright status of all selected songs was verified first, resulting in the selection of two tracks: “Arabic Islam Islamic Music” by BombinSound and “Dreamy Melodies”, both of which are confirmed to be royalty-free and safe for public use. Both were chosen to enhance the historical, cultural, and religious atmosphere of the *Masjid Menara Layur* without disrupting the clarity of the narration. A more in-depth discussion of these stages will be outlined by research partner Maeva Putri Wulandari in her section of the report.

Meanwhile, the researcher is fully responsible for the final aesthetic and technical stages, which include subtitle proofreading, color grading, adding the credits, and finalization and rendering. The details of the work carried out by the researcher are as follows:

a. Subtitle Proofreading

The subtitle proofreading process involves two approaches, automated checking using Grammarly and manual review by researcher. Grammarly is used to detect spelling, punctuation and grammatical errors, whilst the manual review involves carefully comparing the subtitle text against the voice-over narration and the visual content displayed to ensure that the language used feels natural, the meaning conveyed is contextually appropriate, and terminology is consistent throughout the video. Furthermore, the manual review also takes cultural aspects into account, whereby terms carrying local cultural connotations are retained in their original form and not translated into English. This is done to ensure that the cultural identity inherent in these terms is preserved and can be presented to an international audience as they are.

To provide a clearer picture of the revisions made during the proofreading process, the following table shows:

Table 4.3 Source Text and Target Language

No	Source language	Target language	<b>Proofreading</b>	Validation
1.	Kawasan itu dikenal sebagai Kampung Melayu.	That area is known as Melayu Village.	That area is known as <b><i>Kampung Melayu.</i></b>	That area is known as <i>Kampung Melayu.</i>
2.	Pada masa lalu, Kali Semarang menjadi jalur penting bagi kapal-kapal dagang datang dari berbagai wilayah.	In the past, the Semarang River was a vital route for merchant ships from many regions.	In the past, the <b><i>Kali Semarang</i></b> 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 Layur.	Menara Mosque.	Menara Mosque.	Layur	<b>Masjid</b> <b>Menara</b> <b>Layur.</b>	<i>Masjud</i> <i>Menara</i> <i>Layur.</i>
4.	Salah tradisi masih hingga adalah puasa Kopi Arab.	satu yang dijaga kini berbuka dengan	One tradition still kept today is breaking the fast with Arab Coffee.	One tradition still kept today is breaking the fast with <b>Kopi</b> <b>Arab.</b>	One tradition still kept today is breaking the fast with <b>Kopi</b> <b>Arab.</b>	To this day, the tradition of breaking the fast with <i>Kopi Arab.</i>

Based on the results of the proofreading process above, the four terms have been revised to retain their original forms in Indonesian. The detailed changes made and the rationale behind each revision are presented in the following table:

Table 4.4 Subtitle Proofreading Results

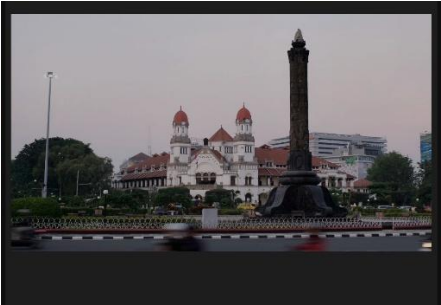
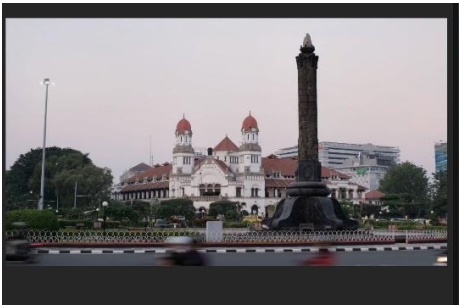
No.	Before	After	Explanation
1.	Melayu Village	<i>Kampung</i> <i>Melayu</i>	“ <i>Kampung Melayu</i> ” is the name of an area that is well-known both historically and geographically, so there is no need to translate it in order to preserve the identity and distinct character of the location.
2.	Semarang River	<i>Kali</i> <i>Semarang</i>	“ <i>Kali Semarang</i> ” is the official name of a river. Replacing “ <i>Kali</i> ” with “River” is considered to strip the name of its inherent geographical and historical identity.

3.	Menara Layur Mosque	<i>Masjid Menara Layur</i>	The official name “ <i>Masjid Menara Layur</i> ” must be retained without translation in order to preserve the site’s cultural and religious identity, so that an international audience can recognise it by its original name.
4.	Arab Coffee	<i>Kopi Arab</i>	“ <i>Kopi Arab</i> ” is the name of a local cultural product with a distinctive identity, translating it into English is considered likely to obscure the cultural value it embodies.

b. Color Grading

The researcher carried out color grading using the CapCut Pro app. Adjustments were made manually via the adjustment features, with settings of Temperature (-5), Saturation (+5), Highlights (-4) and Shadows (-4), whilst other settings were kept at 0. The changes applied to each parameter were kept minimal in order to preserve the visual authenticity of the objects and avoid distorting the location’s original colors. This approach was chosen to ensure the color grading results remain natural and do not alter the visual character of the footage excessively, allowing viewers to enjoy a view of the location that closely resembles its original state.

Table 4.5 Color Grading Comparison

Before	After
	

c. Addition of the Credits

The next step is adding the credits to the video's closing sequence using the BebasNeue font with a size of 6. The embedded credit elements include writer, director, cameramen, voice-over, editor, talent, speaker, and interviewee. The credits are arranged using clean typography and high legibility to avoid disrupting the aesthetic of the video's closing sequence.

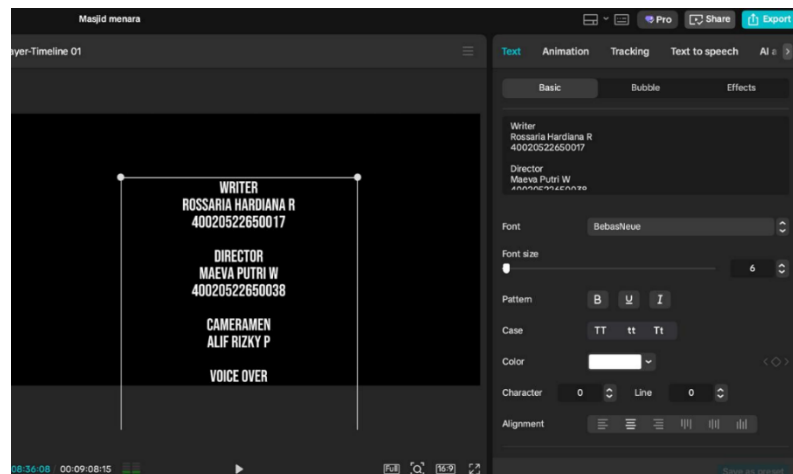


Figure 4.7 Addition of the Credits

d. Finalization and Rendering

The final step in the entire post-production process is to perform finalization and rendering directly within the CapCut Pro application. During the finalization stage, the researcher conducts a comprehensive final

review before the expert validation process is carried out by a specialist. The researcher performs the rendering process by setting the final high-resolution digital format, specifically using an MP4 container with 1080p resolution.

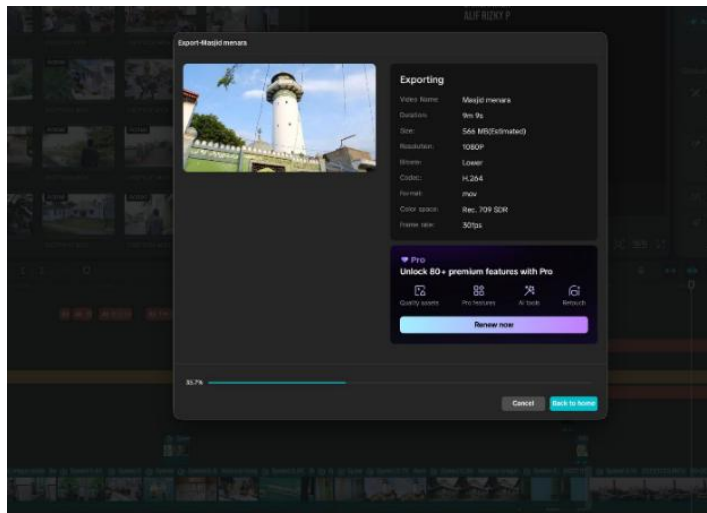


Figure 4.8 Finalization and Rendering Process

#### 4.1.3.3 Expert Validation

The expert validation phase was conducted to assess the product's technical and substantive feasibility before the promotional video was tested on the target audience. During this phase, the validation process was carried out by Alfin Rosyidha, S.Pd., M.A., who served as the expert validator, the scope of the assessment covered content and linguistic aspects as well as the video's visual presentation. After conducting a thorough review of the final product, the validator provided the following recommendations for improvement:

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

Validator : Alfin Rosyidha, S.Pd., M.A.  
Date : 21 May 2022

Material Expert Validation

Please checklist one of the selected answers (✓)

- Is the information presented in the video accurate and relevant?  
 Inaccurate     Fairly Accurate     Accurate     Very Accurate
- Is the content easy for viewers to understand?  
 Difficult     Fairly Easy     Easy     Very Easy
- Is the narration clear in delivering the promotional message?  
 Unclear     Fairly Clear     Clear     Very Clear
- Is the sequence of information systematic and organized?  
 Unsystematic     Fairly Systematic     Systematic     Very Systematic
- Does the material match the purpose of promoting *Masjid Menara Layur*?  
 Unsuitable     Fairly Suitable     Suitable     Very Suitable
- Does the video provide informative content for viewers?  
 Uninformative     Fairly Informative     Informative     Very Informative
- Is the language used understandable and communicative?  
 Confusing     Fairly Understandable     Understandable     Very Understandable
- Is the overall material suitable to be used as promotional content?  
 Unsuitable     Fairly Suitable     Suitable     Very Suitable
- 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.
- Criticism and suggestion  
 ① Several scene showed visual that were not fully synchronized with the narration being delivered.  
 ② The camera framing in several scenes was considered too close, not representing the narration and affecting the audience's viewing comfort.

Figure 4.9 Signed Validation Form of Material and Linguistics Aspects

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

Validator : Alfin Rosyidha, S.Pd., M.A.  
Date : 21 May 2022

Media Expert Validation

Please checklist one of the selected answers (✓)

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

Figure 4.10 Signed Validation Form of Video Display Aspects

Based on the validation results by Alfin Rosyidha, S.Pd., M.A., the promotional video “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” was deemed suitable and effective as a promotional medium for the *Masjid Menara Layur*, receiving a satisfactory rating. In terms of content, the information presented is considered accurate and easy to understand, although the historical narrative and cultural values need to be summarized to make them more straightforward. Meanwhile, from a media perspective, this video already has good visual and audio quality, but still requires minor improvements in typography selection, synchronization of some scenes with the narration, and adjustments to the camera composition to make it more comfortable to watch. Overall, after revising these points, this video will become an optimal and high-quality promotional tool.

#### 4.1.3.4 Product Revision

Following up on feedback from the expert validation phase, the researcher revised the product to improve the quality of the promotional video before entering the pilot phase.

Table 4.6 Before and After Revising

Before	After	Description
		<p>The font for the title and question text was replaced with a cleaner, more modern option that offers high readability to align with the video’s visual aesthetics.</p>



The sequence of clips was rearranged so that each visual displayed more precisely the voice-over narration.



Clips were replaced with backup footage featuring a more balanced perspective.

After all corrections have been implemented and approved by the validator, the promotional video is deemed valid and ready to proceed to the product testing phase.

#### 4.1.3.5 Product Testing

After validation and revisions were completed, the researcher proceeded to product testing by designing and distributing a questionnaire to selected respondents to obtain feedback on the promotional video prior to its publication.

The questionnaire involved a total of 23 respondents, consisting of 21 domestic tourists and 2 international tourists from Universitas Ahmad Dahlan. The selection of domestic tourist respondents was based on their alignment with the video's target audience and their interest in tourism destinations and culture in Indonesia. The inclusion of international tourists was intended to obtain a more diverse perspective on the extent to which the video could convey cultural and tourism information to an international audience.

Respondents evaluated several aspects, including clarity of information, presentation of historical value, ease of understanding the content, visual quality, subtitles and narration, audio quality and background music, the video's appeal, its ability to build a positive image of the destination, the effectiveness of introducing the *Masjid Menara Layur* to a wider audience, and its suitability as a tourism promotional medium. The respondents feedback on the promotional video can be summarized as follows:

Table 4.7 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
Average	3.3	Strongly Agree

Based on an evaluation of the nine statements in the questionnaire, respondents generally gave very positive feedback on the promotional video for the *Masjid Menara Layur*. With an overall average score of 3.3, the level of satisfaction was categorized as “Strongly Agree.”

Regarding of material displays, the clarity of information received an average score of 3.5, indicating that the video was successful in conveying information about the *Masjid Menara Layur* effectively. However, the presentation of the destination’s history received a score of 3.1, the lowest among all nine statements, suggesting that the historical narration still needs to be elaborated in more depth. Ease of understanding the content received a score of 3.3, while the aspect of introducing the destination to a broader audience received a score of 3.4.

In terms of media display, visual clarity, subtitles, and narration received a score of 3.3, while audio quality and background music received a score of 3.2. The video’s overall appeal also received the lowest score, 3.1, indicating that the video’s pacing and visual engagement still need improvement in order to better maintain viewers attention from beginning to end.

The video’s ability to create a positive impression of the *Masjid Menara Layur* received one of the highest scores, 3.5, reflecting the video’s success in showcasing the destination’s image along with its historical, cultural, and religious values.

Regarding the suitability of the video as a tourism promotional medium (statement item number 9), an average score of 3.2 was obtained, which falls into the “Agree” category. Although this score is slightly below the overall average (3.3), it still confirms that the video is considered appropriate and effective as a promotional instrument. This slight difference in scores is related to constructive

feedback from respondents regarding visual effects and lighting. Respondents suggested that optimizing these technical aspects would further strengthen the video's purpose in visualizing the cultural and historical value of the *Masjid Menara Layur*.

#### 4.1.4 Disseminate

Once all development phases were completed and the product was deemed viable, the research entered the dissemination phase. The main activity during this phase was the release of a promotional video titled "Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*," which was officially released on the YouTube channel of the Bahasa Asing Terapan SV Undip on June 2, 2026.

Through this publication, the researcher hope that the video will serve as an effective promotional tool for introducing the *Masjid Menara Layur* to a wider audience. In addition to promoting the destination, the video also provides information on the historical background, architectural uniqueness and cultural heritage of the *Kampung Melayu* area. The researcher also hope that the presence of this video will raise public awareness of the site whilst encouraging visits from both domestic and international tourists to learn about and appreciate its historical value.

To protect the originality of the work, this promotional video has been registered for copyright protection through the Directorate General of Intellectual Property (*DJKI*), with the certificate attached as supporting documentation in this report. Furthermore, the final product was officially handed over to the relevant parties via a Handover Report (*BAST*) as proof of transfer.

#### 4.2 Discussions

This discussion addresses the study's aim of producing a bilingual promotional video for the *Masjid Menara Layur*. The researcher developed a bilingual promotional video for the *Masjid Menara Layur* titled "Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*," featuring an Indonesian-language narration accompanied by English subtitles. The use of an Indonesian narration in this video aims to preserve local authenticity, while the English

subtitles serve as a linguistic bridge to ensure comprehension for international tourists seeking to understand the historical and cultural context of the *Masjid Menara Layur*. The application of the storytelling concept in this promotional video is intended to invite viewers to experience the historical atmosphere of *Kampung Melayu* as presented through the visual display and the narration delivered. This approach aligns with the objective of expanding the promotional reach of the *Masjid Menara Layur* to both domestic and international audiences.

This study employs the Research and Development (R&D) method using the 4D model (Thiagarajan et al., 1974) as the framework for developing the bilingual promotional video. Throughout the production process, the researcher actively gathered feedback from the supervisor, the vice leader of the *Kampung Melayu* Awareness Group (*Pokdarwis*), and respondents via a distributed questionnaire. The feedback obtained from this process served as the basis for evaluation and revision, thereby gradually improving the overall quality of the resulting promotional video. The most significant revisions included updating the typography to ensure the text was readable and aesthetically cohesive, improving audio-visual synchronization to align the voice-over with the corresponding footage, and adjusting camera framing that was previously too close to provide a more balanced perspective of the locations. These systematic revisions significantly improved the visual and narrative coherence of the video.

Before uploading the video to the Bahasa Asing Terapan SV Undip YouTube channel, the researcher first determined the most appropriate title to represent the content of this promotional video. The researcher chose the title “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” as the identity of the work. The selection of this title was based on a cultural and historical narrative strategy that is both informative and evocative, directly reflecting the identity of the *Masjid Menara Layur* as a cultural heritage site situated along a historic trade route. This title employs a poetic structure capable of sparking curiosity and inviting the audience to delve into the depth of history contained within the site. This decision regarding the title was discussed with and approved by the supervisor and the vice leader of the *Kampung Melayu* Awareness Group (*Pokdarwis*) during the validation

process, ensuring that the title remained both linguistically appropriate and culturally representative.

The product developed in this study is both relevant and unique when compared to previous studies. In their study titled “The Making of a Promotional Video for Tourism on Rupert Island,” Rosianta & Sabri (2018) produced an English-language promotional video that provided a broad overview of the entire Rupert Island region, featuring an English narration with Indonesian subtitles, whereas the present researcher’s product focuses on the micro-location of the *Masjid Menara Layur* with an Indonesian-language narration featuring English subtitles to preserve local authenticity while ensuring accessibility for international tourists. Fadilah et al. (2022) in their study titled “The Tourism Promotion Video Design of Jembrana” promoted Jembrana Regency’s tourist destinations through a general approach without involving the local community, while the present researcher’s product integrated in-depth interviews with the vice leader of the *Kampung Melayu* Awareness Group (*Pokdarwis*) and resident near the *Masjid Menara Layur*, resulting in a more participatory narrative with strong historical credibility. In the study by Sitepu et al. (2024), titled “Tourism Promotion Video of Gundaling Berastagi Using Vintage Effects,” the focus is on vintage visual aesthetics without including subtitles for international audiences, and the narrative does not center on the specific historical value of a cultural heritage site, whereas the present researcher’s product adopts a similar emotional storytelling approach but enriches it with an Indonesian-language narrative featuring English subtitles to ensure global accessibility. Despite these various differences, the three prior studies share commonalities with this research regarding the application of a structured production process and the use of emotional engagement as a core strategy to connect the audience with the promoted destination.

The final product received positive reception from key stakeholders, including Mr. Fauzan, the vice leader of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*), who commended the video’s success in capturing the history and architectural essence of *Kampung Melayu*. Respondents generally rated the video highly, yielding an average score of 3.3, which categorizes it as highly

effective as a promotional medium. However, the production and final output were not without limitations. Respondent feedback indicated that the post-production effects and lighting could be further optimized to strengthen the historical atmosphere. Acknowledging these constraints, the video remains effective in conveying clear information, creating a positive impression of the destination, and introducing *Masjid Menara Layur* to a wider audience