

# The Use of English Promotional Videos for Improving Cultural Tours at Tamansari Tourism Village Banyumas

Myradine Hana Saraswati <sup>1</sup> \* Artika Wina Fitriani <sup>2</sup>

<sup>1</sup>Universitas Jenderal Soedirman, Indonesia

<sup>2</sup>Politeknik Madyathika, Indonesia

## KEYWORDS

## ABSTRACT

### Article History:

Submitted:

2 April 2024

Accepted:

10 June 2024

Published:

30 June 2024

The purpose of this article is to explain the use of promotional videos in English for improving cultural tours at Tamansari Tourism Village Banyumas. This tourist attraction was chosen because it is a unique one that provides cultural activity tours and has great potential to attract the attention of foreign tourists. There are three methods to achieve the research objective: observation, interviews, and documentation. In addition there are three stages in the process of making an English promotional video, namely pre-production, production, and post-production. Determining the video concept, making schedules, writing scripts, creating storyboards, conducting briefings with videographers, and preparing tools are the preparatory stages known as pre-production. The process of taking video and sound recording is referred to as the production stage. Meanwhile, video editing and video revision is the final stage which is known as post-production. There are many obstacles in the process, but these obstacles can be overcome by several solutions. The resulting video is uploaded on the YouTube channel belonging to Tamansari Tourism Village and aims to assist them in increasing the promotion and visits of foreign and local tourists.

Keywords: Tourism Village, Promotional Video, Promotion

### APA 7<sup>th</sup> Citation:

Saraswati, M.H., Artika W.F., (2024). The Use of Promotional Videos in English for Improving Cultural Tours at Tamansari Tourism Village Banyumas. *Jurnal Vokasia*, Vol 4(2), 72-85

DOI: <https://doi.org/10.20884/1.vokasia.2024.4.2.12499>

## Introduction

Tourism is the largest foreign exchange earnings after oil and gas and palm oil commodities. According to data of The Indonesia National Statistics Center, a total of 17.664.484 tourist in the tourism sector contributed to the Indonesia foreign exchange earnings in 2018. Especially in Central Java, Banyumas as the one of the Central Java Area has 1,498,236 visitors in 2021 from the data in DISPORAPAR.

Banyumas has an area of 1,327.59 square kilometers with a population of 1.78 million in 2020 and has many natural tourist destinations. For example, Bayan Waterfall and Telu Waterfall as the waterfall tourist destinations, Limpakuwus Pine Forest is the forest tourist destination, and Baturraden is the most popular tourism destination, etc.

\* Corresponding author name: Myradine H.S.  
E-mail address: hanaasaraswati@gmail.com.

According to data from The Indonesia National Central Statistic, Banyumas has 95 tourist attractions. However, tourism in Banyumas still focused on physical tourism such as natural tourist destinations. Therefore, we need to develop cultural tours, for example, craft activities, culinary arts, and many more that are directly related to the community tourism economic sector, especially in tourism villages.

Tourism is a complex industry because it involves many other industries. This means it also involves many people from various professions, so it triggered and encouraged the creation of a large multiplier effect through the growth of small and medium business sectors, especially the creative industry, sub-sectors of handicrafts, culinary arts, performing arts, and typical village architecture which will supply a wide range of goods and services for the tourism industry (Nurmansyah, 2014:47). By preserving the culture through educational tourism activities in tourism village, Indonesia is not only seen from the natural beauty destination but also many tourism activities that can be carried out to become something memorable for tourists. Especially, foreign tourists are very interested in Indonesian culture, since they want to learn Indonesian culture. An example of a cultural education tourism village that still preserves the history of Banyumas is the Tamansari Tourism Village.

Tamansari Village is one of the villages in the Karanglewas District. It is located on west of the city of Purwokerto which is only 12 km from downtown Purwokerto or it can be reached within 20 minutes. A very strategic location via the provincial route, the Bumiayu-Purwokerto road section. Tamansari Tourism Village is in the lowland category with an altitude of 80 meters above sea level, rainfall of 2,000 to 3,000 mm/year, and an average temperature of 32°C. This village with a population of 7,032 people preserved a culture that is more inclined towards cultural education activities. Educational activities such as batik making, woven bamboo making, traditional dance, Macapat, Marak Iwak, and Klanting as the Tamansari's special culinary offerings. All art activities in Tamansari tourist village have been specifically designed to study culture and are included in the tour package provided by @pesonakamandaka as their Instagram official account.

The researcher wants to know how to solve the problems and give solutions by creating promotional videos in the context of cultural education tours at Tamansari Tourism Village. With the opportunity given, the writer created the English promotion videos as a final project which is also expected to be in accordance with Tamansari Tourism Village.

A tourism village is a village that offers authenticity in terms of social culture, customs, daily life, traditional architecture, and village spatial organization. This authenticity is displayed through the integration of tourism-related elements including attractions, lodging, and supporting infrastructure. (Zakaria & Suprihardjo, 2014). According to the Ministry of Tourism and Creative Economy, a tourist village is a village that has tourism potential and is developed sustainably by taking into account social, economic, cultural, and environmental aspects. According to the definition above, a tourist village is an area in the context of a village that has tourism potential and is developed sustainably. Tourism villages also involve the active participation of society in the management and development of these tourist destinations.

There are two important concepts in the tourism village component of Nuryanti (1993) such as accommodation and attraction. Accommodation means part of the residence of local people and development units based on the concept of residential areas. Meanwhile, attraction means the entire daily life of the local population along with the physical setting of the village location which allows the integration of tourists

to active participation in activities. Therefore, the tourism village needs to be developed by the society so the village can meet the criteria as a tourism village and create a memorable village moment for tourists. Pearce (1995) in Sidiq and Resnawaty (2017: 40) defines the development of a tourism village as a way to develop or promote a tourist village. More specifically, the development of tourism villages is defined as efforts to complement and improve tourism facilities to meet the needs of tourists.

A travel style known as educational tourism mixes learning with adventure. It entails traveling to different places with the primary goal of learning about the local history, culture, traditions, and natural environment. Educational tourism is a program in which tourists visit a tourist location with the main objective of gaining a direct learning experience at the tourist attraction (Rodger, 1998). However, by examining the definition of cultural tourism, it becomes clear that "what has changed is the extent of cultural tourism consumption, and the forms of culture being consumed by cultural tourists." (Richards G, 1996).

Visitors typically stay longer at culturally themed tourist attractions since they get to learn about one or more of the cultures offered. Every traveler who is interested in cultural tourism will seek a genuine experience. Tamansari Tourism Village has a story of Kamandaka and all the special attributes including traditions, arts, and culture for an engaged way to attract visitors.

A promotional video is a form of visual content that aims to promote a particular product, service, or brand to a targeted audience. Promotional videos are usually produced using compelling visual and narrative techniques designed to captivate and interest the audience to learn more about the product or service being promoted. According to Degey (2016: 9), promotional videos are videos that are used to promote something. The feature of a promotional video is to promote something in more detail with a longer duration than an advertising video because the process of taking all the videos and pictures for promotional videos must be done regularly from the object you want to promote so that the results of the promotional video are more detailed and included everything related to the object.

YouTube is the most effective platform for promoting videos by including anything object that will be promoted. The reason YouTube is the most effective platform for promotion is YouTube is considered capable of building brand awareness and reaching a wider audience. Besides being easy to access, the YouTube account owner can read the target customer including what people need at the end of the day. After all the consideration, for the video easier to enjoy and successfully engage the viewers, the video was divided into two videos. The first video contained general information from Tamansari Tourism Village, while the second video talked all about the tour packages provided by Tamansari Tourism Village. To attract foreigners, the promotional videos were produced in English and included subtitles in Indonesia.

There are several previous studies that the researcher used as a reference, which of course, have differences and similarities to this final project. The first is a report written by Novtitan Fahlevia (2022) entitled "Producing English Virtual Tour for Penjalin Reservoir Winduaji Tourism Village". This research concluded that English in promotion activity is essential. Using persuasive words to the public can affect the foreign tourist's interest and build interaction with the tourists through the comment section. The difference between the previous study and this research is that the previous study paid attention to English in promotional activity in the village's reservoir, but this research focused on educational learning activity. The similarities

between the previous study and this research are discussed in the video promotion for tourism villages using English.

The second is a report written by Nanda Oktaviani (2021) entitled "The Importance of English to Promote "Wisata Hemat Kebumen" Travel Agent on Online Media". From this Job Training Report, the promotion using English is important because using English can improve the performance of the staff of the company. English can increase the professionalism of a travel agent. The promotion increased the interest of foreign tourists to visit Banyumas. The similarity between the previous study and this research is the promotion activity for foreign tourist attractions using English. However, the difference is that the previous study focused on how to promote on websites and this research focused on video promotion.

## Methods

Observation is a data collection technique with specific characteristics compared to another technique. Observation is also not limited to people but also objects other than nature. Through observation activities, we can learn about behavior and the meaning of the behavior, Sugiyono (2018:229). In general, observation is an activity of collecting data and information. The information or data can be videos, photos, or notes that must be real and objective. Seeing, paying attention, and learning are processes of observation. For time efficiency, the researcher directly observed the cultural activity in Tamansari Tourism Village, and the document that supported this research includes literature review as references.

An interview is a meeting between two persons when information or an idea is exchanged through questions and answers to develop a conclusion or meaning on a certain issue, Esterberg in Sugiyono (2015:72). According to Esterberg in Sugiyono (2015), there are seven steps in using interviews to collect data, namely:

1. Determine to the interview will be conducted.
2. Prepare the main issues that will be discussed.
3. Initiate or open the interview flow.
4. Inform a summary of the results of the interview and end it.
5. Write the results of the interviews into field notes.
6. Identify follow-up interview results that have been obtained.

To get the results of a more objective method, face-to-face interviews with the village headman carried out this method and gave some questions about general information from Tamansari, tour package provided by Tamansari, the importance, and obstacles to conserving cultural tourism village, the relation between Tamansari Tourism Village Banyumas and the foreign tourist, the number of visitors, also the promotion of Tamansari as a tourism village in this modern digital era.

To gather information about objects or variables, documentation methods look for notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, etc (Arikunto, 2006). Documents are merely records of the past. Documents may be written, visual, or substantial pieces of a person's art. Documents that are written, such as journals, life histories, stories, biographies, rules, and policies. Documents can be sketches, live visuals, photographs, and more. Documents that take

the form of artwork, such as works of art that take the shape of photographs, sculptures, videos, and more, (Sugiyono 2013: 240). Document study combined the use of observation and interview techniques as proof documentation. It implied that a form of documentation is the interview's capture and promotional video.

## Results

The idea contained the cultural activities that tourists would do, buy, and taste if the tourist visited Tamansari Tourism Village. In the process of the video, there are some steps:

### 1. Pre-Production

First, the researcher visited and observed which area in Tamansari Tourism Village that has a good potential tourism for tourist attraction. Tourism concepts were implemented in this video which are something to see, something to do, and something to buy. During the observation, the video concept and narration were arranged. After the video concept and narration were arranged, the researcher and Mr. Zaki Naufal the researcher's videographer were briefed and made a schedule for the shooting process of the video promotion.

The scripts were written to explain the description of Tamansari Tourism Village and also the cultural activities that Tamansari provides. The scripts tell the location of Tamansari Tourism Village, its facilities, tour package, the description for each cultural activity, and Tamansari annual event.

Various sources of information about tourist attractions were needed in the making of promotional videos. The information was obtained from various sources, one of them was the Internet. The information was discovered by online articles to get information about cultural activities and observed directly to the place in Tamansari that provides cultural activities. Translating the scripts was helped by supervisors. These scripts and videos may help and give benefit to the people to understand the information of Tamansari Tourism Village.

Table 1. English Script for Video 1

Scene	Voice Over
Scene 1	Welcome to Tamansari Tourism Village!
Scene 2 (Gmaps)	Tamansari Village is one of the cultural tourism villages in Karanglewas.
Scene 3	It is Located on west of Purwokerto which is only 12 km from downtown Purwokerto and it takes 20 minutes.
Scene 4	Tamansari is a new tourism village. Furthermore, this tourist village has many cultural activities that can be enjoyed by domestic tourists or foreign tourists.
Scene 5	Tamansari is a perfect escape for you from the overwhelming daily routine. You can feel the fresh atmosphere and charge yourself by learning the culture.
Scene 6	Tamansari provides a tour package that contains 5 cultural activities, it starts from Rp. 158.000, - . If you want to enjoy Tamansari Tourism Village longer, you can stay at the homestay that Tamansari provide. Besides being able to stay overnight, you can also socialize with the locals.
Scene 7	See you at Tamansari!

Table 2. English Script for Video 2

Scene	Voice Over
Scene 1	Tamansari is a new tourism village that provides several cultural activities.
Scene 2	The first activity you can enjoy is <i>Pasir Luhur Batik</i> Making. <i>Pasir Luhur Batik</i> is special batik from Tamansari.
Scene 3	The motif of <i>Pasir Luhur Batik</i> is from plants and animals. <i>Pasir Luhur Batik</i> is not only from the written batik, but also it is printed one. There are several names from <i>Pasir Luhur Batik</i> , such as <i>Kamandaka Gandrung</i> , <i>Wadas Tinumpuk</i> , <i>Ciptasari</i> , and <i>Pring Sedapur</i> .
Scene 4	You can also try make their batik by yourself!
Scene 5	The second activity is the process of woven bamboo handicraft
Scene 6	You can make the bamboo into pencil cases, parcel bags, or another shape based on your creativity.
Scene 7	<i>Marak Iwak</i> is an activity that you can't find in the big city. <i>Marak Iwak</i> is catching the fish activity by hand. The meaning of patience is delivered in <i>Marak Iwak</i> .
Scene 8	After all the activities, you can enjoy <i>Macapat</i> with <i>Klanthing</i> as the special food in Tamansari. <i>Macapat</i> is a traditional Javanese poem with <i>Gamelan</i> accompaniment. Tamansari has their special <i>macapat</i> , <i>Babad Pasir Luhur</i> .

Scene 9	You can taste <i>Klanthing</i> while enjoying <i>Macapat</i> . <i>Klanthing</i> is a round fried cassava, this food you can't find in another tourism village.
Scene 10	All the cultural activities only costs one hundred fiftyeight thousand rupiah. You can also bring the batik that you have made as a souvenir!
Scene 11	For your information, in November Tamansari has a special cultural event, Kamandaka Ciptarasa Festival. You will get more cultural experience than usual day Tamansari!
Scene 12	And for all the tourism package and the kamandaka cultural special event, you can contact kamandaka on instagram @pesonakamandaka through DM or you can contact phone number in the Instagram bio. see you at Tamansari!"

Table 3. Indonesia Subtitle Script for Video 1



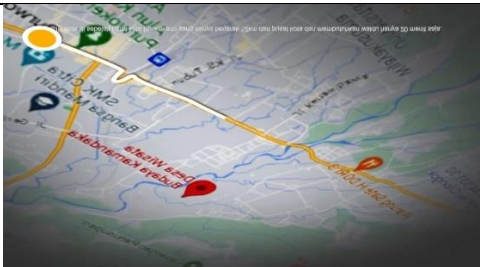
Scene	Subtitle
Scene 1	Selamat datang di Desa Wisata Tamansari!
Scene 2	Desa Tamansari merupakan salah satu desa wisata budaya di Karanglewas.
Scene 3	Terletak di sebelah barat kota Purwokerto yang hanya berjarak 12 km dari pusat kota Purwokerto atau membutuhkan waktu 20 menit.
Scene 4	Tamansari merupakan desa wisata baru yang berbasis wisata budaya. Oleh karena itu, desa wisata ini memiliki banyak kegiatan budaya yang dapat dinikmati oleh wisatawan domestik maupun mancanegara.
Scene 5	Tamansari adalah tempat pelarian yang sempurna bagi Anda dari rutinitas sehari-hari yang melelahkan. Anda dapat merasakan suasana segar dan membekali diri dengan mempelajari budaya.
Scene 6	Tamansari menyediakan paket wisata yang berisi 5 kegiatan budaya hanya mulai dari serratus lima puluh delapan ribu rupiah. Jika ingin menikmati Desa Wisata Tamansari lebih lama Anda bisa menginap di homestay yang disediakan Tamansari. Selain bisa menginap, Anda juga bisa bersosialisasi dengan penduduk setempat.
Scene 7	Sampai jumpa di Tamansari!

Table 4. Indonesia Subtitle Script for Video 2

Scene	Subtitle
Scene 1	Tamansari merupakan desa wisata baru yang menyediakan beberapa kegiatan budaya.
Scene 2	Aktivitas pertama yang bisa Anda nikmati adalah Pembuatan Batik Pasir Luhur. Batik Pasir Luhur adalah batik khas dari Tamansari.

Scene 3	Motif Batik Pasir Luhur berasal dari flora dan fauna. Batik Pasir Luhur tidak hanya terbuat dari batik tulis tetapi juga batik cap. Ada beberapa nama dari Batik Pasir Luhur, seperti Kamandaka Gandrung, Wadas Tinumpuk, Ciptasari, dan Pring Sedapur.
Scene 4	Anda juga bisa mencoba membuat batik mereka sendiri!
Scene 5	Kegiatan kedua adalah proses pembuatan kerajinan anyaman bamboo
Scene 6	Anyaman bambu tersebut bisa Anda buat menjadi tempat pensil, tas parsel, atau bentuk lainnya sesuai dengan kreativitas Anda.
Scene 7	Marak Iwak, aktivitas yang tidak bisa Anda temukan di kota besar. Marak Iwak adalah kegiatan menangkap ikan dengan tangan. Makna kesabaran disampaikan dalam Marak Iwak.
Scene 8	Setelah semua aktivitas, Anda bisa menikmati Macapat dengan Klanthing sebagai makanan khas di Tamansari. Macapat adalah puisi tradisional Jawa dengan iringan Gamelan. Tamansari memiliki macapat khasnya yaitu Babad Pasir Luhur.
Scene 9	Anda bisa mencicipi Klanthing sambil menikmati Macapat. Klanthing adalah singkong goreng berbentuk bulat, makanan ini tidak bisa Anda temukan di desa wisata lainnya.
Scene 10	Semua kegiatan budaya itu hanya dengan biaya seratus lima puluh delapan ribu rupiah. Anda juga bisa membawa batik yang telah Anda buat sebagai oleh-oleh!
Scene 11	Sekadar informasi, di bulan November Tamansari memiliki acara budaya khusus yaitu Festival Kamandaka Ciptarasa. Anda akan mendapatkan lebih banyak pengalaman budaya dari hari biasa Tamansari!
Scene 12	Dan untuk semua paket wisata dan acara spesial budaya Tamansari, bisa menghubungi Tamansari di instagram @pesonakamandaka melalui DM atau bisa menghubungi nomor telepon yang tersedia di bio Instagram. sampai jumpa di Tamansari!"

Table 5. Story Board 2

Exact Duration		Voice Over
00.00 – 00.03		Welcome to Tamansari Tourism Village!
00.04 – 00.08		Tamansari Village is one of the cultural tourism villages in Karanglewas.
00.09 – 00.16		It is Located on west of Purwokerto which is only 12 km from downtown Purwokerto and it takes 20 minutes.














00.17 00.29	—		Tamansari is a new tourism village. Furthermore, this tourism village has many cultural activities that can be enjoyed domestic tourists or foreign tourists.
00.30 00.40	—		Tamansari is a perfect escape for you from the overwhelming daily routine. You can feel the fresh atmosphere and charge yourself by learn the culture.
00.42 01.00	—		Tamansari provides a tour package that contains 5 cultural activities, it starts from Rp. 158.000, -. If you want to enjoy Tamansari Tourism Village longer, you can stay at the homestay that Tamansari provide. Besides being able to stay overnight, you can also socialize with the local.
01.05 01.06	—		See you at Tamansari!

Table 6. Story Board 2

Exact Duration	Board	Voice Over
00.00 00.19	— 	Tamansari is a new tourism village that provides several cultural activities.



00.21 00.30	–		The first activity you can enjoy is <i>Pasir Luhur Batik</i> Making. <i>Pasir Luhur Batik</i> is special batik from Tamansari.
00.48	–		The motif of <i>Pasir Luhur Batik</i> is from plants and animals. <i>Pasir Luhur Batik</i> is not only from the written batik, but also it is printed one. There are several names from <i>Pasir Luhur Batik</i> , such as <i>Kamandaka Gandrung</i> , <i>Wadas Tinumpuk</i> , <i>Ciptasari</i> , and <i>Pring Sedapur</i> .
00.50	–		You can also try make their batik by yourself!
00.55 00.58	–		The second activity is the process of woven bamboo handicraft
00.59 01.05	–		You can make the bamboo into pencil case, parcel bags, or another shape based on your creativity.
01.10 01.20	–		<i>Marak Iwak</i> is an activity that you can't find in the big city. <i>Marak Iwak</i> is catching the fish activity by hand. The meaning of patience is delivered in <i>Marak Iwak</i> .

01.23 01.40	—	 <p>Klanthing</p> <p><small>Setelah semua aktivitas selesai, Anda bisa menikmati Macapat dengan Klanthing sebagai hidangan wajib khas dari Tamansari</small></p>	<p>After all the activities, you can enjoy <i>Macapat</i> with <i>Klanthing</i> as the special food in Tamansari. <i>Macapat</i> is a traditional Javanese poem with <i>Gamelan</i> accompaniment. Tamansari has their special <i>macapat</i>, <i>Babad Pasir Luhur</i>.</p>
02.07	01.58 —		<p>You can taste <i>Klanthing</i> while enjoying <i>Macapat</i>. <i>Klanthing</i> is a round fried cassava, this food you can't find in another tourism village.</p>
02.15	02.08 —	 <p><small>Anda juga bisa membawa batik yang telah Anda buat sebagai souvenir</small></p>	<p>All the cultural activities only costs one hundred fiftyeight thousand rupiah. You can also bring the batik that you have made as a souvenir!</p>
02.27	02.16 —	 <p><small>Sekedar informasi, di bulan November Tamansari memiliki acara budaya khusus yaitu</small></p>	<p>For your information, in November Tamansari has a special cultural event, Kamandaka Ciptarasa Festival. You will get more cultural experience than usual day Tamansari!</p>
02.40	02.26 —	 <p><b>INSTAGRAM</b> <b>@pesona.kamandaka</b></p> <p><small>Anda bisa menghubungi Kamandaka di Instagram @pesona.kamandaka melalui DM</small></p>	<p>And for all the tourism package and the kamandaka cultural special event, you can contact kamandaka on instagram @pesonakamandaka through DM or you can contact phone number in the Instagram bio. see you at Tamansari!"</p>

## 2. Production

After the video concept was arranged, the researcher arranged the date for filming for the second week. The researcher told Mr. Zaki a videographer about the concept of the video. The video promotion was divided into two parts. The first part is for the Tamansari profile introduction. This video focuses on introducing Tamansari Tourism Village in general. Meanwhile, the second part is about the tour package that Tamansari provides for tourists which is all the cultural activities and souvenirs that can attract the viewers to visit Tamansari Tourism Village.

The filming process started by recording moments of footage of the first video. After taking some footage for the first video or introduction video, the researcher and videographer focused on taking some scenes for the second video. The second video contained tourism activities that will be promoted for this research. The second video shoot process started with Wooven Bamboo Handicraft, Macapat, and until last Klanthing the special food of Tamansari. The reason for recording Klanthing is that the researcher wants the tourists to enjoy what can they taste in Tamansari besides enjoying Tamansari cultural activities. The Pasir Luhur Batik Making video is requested from Mr. Ikhsan the the chief of POKDARWIS Tamansari. The researcher asked Mr. Zaki as a videographer to shoot each moment as well as possible and with high quality so the viewers can feel the atmosphere in Tamansari Tourism Village through the video.

After all shooting process was begin, Mr. Ikhsan requested to promote their annual event that will be began in November 2023. He gave me a poster from their annual event and some information for that to be promoted in the end of the video. He hopes that the video can increase the number of visitors for their annual event in November or the tourism activities that Tamansari Tourism Village provides.

### 3. Post Production

Post-production contains two processes, their process of editing the videos and posting the videos. After Mr. Zaki Naufal the researcher's editor edited the videos. Mr. Ikhsan the chief of POKDARWIS Tamansari asked me to put some documentation of Pasir Luhur Batik Making, Marak Iwak, and Kamandaka Ciptarasa Festival as Tamansari Special Annual Event in the videos. The researcher delivered to Mr. Zaki all Mr. Ikhsan requested about the video, so Mr. Zaki could edit the video as Mr. Ikhsan expected. There was also a miscommunication between the researcher and Mr. Zaki Naufal that the video was edited in English subtitled. Meanwhile, the researcher already said all the video concepts will be in full English voice-over and Indonesian subtitled in the process of briefing. So, Mr. Zaki edited the video again and switched English subtitles to Indonesian subtitles. In the process of editing the videos, Mr. Zaki made two introduction kind of videos and asked me to choose what was better for starting the video.

The videos were posted on Pesona Kamandaka YouTube as Tamansari official YouTube account. The researcher suggested making the barcode of the video posted on the Pesona Kamandaka YouTube channel and posting it on @pesonakamandaka as Tamansari Official Account. The barcode of the video was posted on the @pesonakamandaka feeds on Instagram.

### Conclusions

According to the result of the discussion that has been explained in the previous chapter, it can be concluded that creating English promotional videos for the village that has culturally based tourism should take care of several aspects that are important to attract tourists and how tourists enjoy the activities. Besides, to attract foreign tourists not only think about the activities the tourists do, but also how the tourist has their memorable moments in Tamansari Tourism Village as one example is souvenirs. The media of the promotion has an important role in promoting the video. If the promotional video has good quality, it can reach a lot of viewers too. All the platform of the media has their own busy viewer's hour. It is important to observe when the right time to publish the videos and reach viewers as much as possible. The script also has an important role in managing the storyline of the promotional video. There should be

a revision to make the script better to produce the best English voice-over for the promotional video.

There were some words that the researcher found difficult to pronounce. The author revised the English voiceover because it is incorporated into the videos and the intended audience is foreign tourists. However, the obstacle could be overcome with a solution. The internet especially Google Translate was used to check the pronunciation of several words. There are some words that the researcher finds difficulties, so the researcher needs to practice more and more again. There were many revisions of the voice-over to produce maximum voice over quality and minimize pronunciation errors.

## References

- Agustina, H. N., Anyassari, N. F., Sakinah, Y. L., & Rahayu, E. L. (2024). Exploring Social Media Storytelling to Promote Tourist Destinations: A Case Study of Thematic Villages in Malang City. *International Journal of Studies in Social Sciences and Humanities*, 5(2), 78–89. <https://doi.org/10.1234/ijossh.v5i2.1122>
- Arikunto, S. (2016). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Dafonte-Gomez, A. (2015). The key elements of viral advertising: From motivation to emotion in the most shared videos.
- Degey, S. (2016). *Perancangan Video Promosi Pariwisata Kab. Nabire: studi kasus Dinas Kebudayaan, Pemuda, Olah Raga, dan Pariwisata Nabire* (Doctoral dissertation, Program Studi Desain Komunikasi Visual FTI-UKSW).
- Endarto, I. T., & Widiatmoko, P. (2020). Pembuatan Video Promosi Berbahasa Inggris Desa Wisata Purwosari & Jatimulyo. *Laporan Pengabdian Kepada Masyarakat*, Universitas Kristen Duta Wacana. <https://sinta.kemdikbud.go.id/authors/profile/6180764/?view=services>
- Ermerawati, A. B., Claudia, S., Damaryanan, R. E., Indarto, C. H., & Pramesi, W. H. (2023). Pelatihan Pembuatan Brosur dan Video Promosi Berbahasa Inggris di Kamwis. *Jurnal ABDINUS: Jurnal Pengabdian Nusantara*, 7(1), 237–248. <https://doi.org/10.47776/abdinus.v7i1.1234SINTA>
- Fahlevia, Novtitan. (2018). *Producing English Virtual Tour for Penjalin Reservoir Winduaji Tourism Village*. Universitas Jenderal Soedirman. Purwokerto. Masyarakat Lokal di Desa Wisata Linggarjati Kuningan, Jawa Barat”, Jurnal.
- Juanna, A., Monoarfa, M. A. S., Podungge, R., & Tantawi, R. (2024). Identification of trends in business promotion and marketing using video-based content on social media.
- Koonnala, P., & Chaiwong, N. (2023). Exploring persuasive English language in MasterClass’s video advertisements. *LEARN Journal: Language Education and*



*Acquisition Research Network*, 16(2), 395–410.

- Liao, J., Dong, X., Liu, H., Xi, N., Yang, Z., & others. (2023). Short video marketing: What, when and how short-branded videos facilitate consumer engagement.
- Marsih, L., Hasanah, L. U., Susanti, A. R., & Sagitaningrum, D. (2023). Pendampingan Pembuatan Video Storynomic Berbahasa Inggris Sebagai Media Promosi Desa Wisata Claket Menuju Desa Wisata Berdaya Saing Internasional. *Prosiding Semnaskom-Unram*, 5(1), 215–226.  
<https://doi.org/10.1234/semnaskom.v5i1.5678>
- Novitasari, N. (2021). Pengembangan Portal Wisata Bilingual dan Promotional Campaign Bilingual untuk Desa Wisata Budaya Tulusbesar Kabupaten Malang. *Laporan Pengabdian Kepada Masyarakat*, Politeknik Negeri Malang.  
<https://sinta.kemdikbud.go.id/authors/profile/6841916/?view=services&#8203;>
- Nurmansyah, A. (2014). Potensi Pariwisata dalam Perekonomian Indonesia. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 3(1).
- Nuryanti, Wiendu (1993). Concept, Perspective and Challenges, Makalah bagian dari Laporan Konferensi Internasional mengenai Pariwisata Budaya.: Gadjah Mada University Press, Yogyakarta.
- Oktaviani, Nanda. (2018). *The Importance of English to Promote “Wisata Hemat Kebumen” Travel Agent on Online Media*. Universitas Jenderal Soedirman. Purwokerto.
- Pearce, D. (1995). *Tourism a Community Approach. 2nd: Harlow Longman*. Penelitian dan Pengabdian Kepada Masyarakat, Vol. 4, No. 1.
- Rodger. (1998). Leisure, learning and travel. *Journal of Physical Education, Research and Dance*, 69(4), 28–31.
- Sari, E.P., Puspitasari, I., Purwandari, G.A., & Setiawan, K. (2024). Critical Discourse Analysis on Banyumas Tourism Promotion Media. *Tell: Teaching of English Language and Literature Journal*, 12(1), 21–26.  
<https://doi.org/10.30651/tell.v12i1.20430>
- Sidiq, Ade Jafar dan Resnawaty, Risna. (2017). “*Pengembangan Desa Wisata Berbasis Partisipasi*.”
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta.
- Utami, N. P. C. P., Putri, I. G. A. V. W., Pratiwi, D. P. E., & Putra, K. Y. P. (2023). Pelatihan Pembuatan Brosur Desa Wisata Berbahasa Inggris Sebagai Media Promosi Destinasi Pariwisata. *Prosiding Seminar Nasional Pengabdian Kepada*

*Masyarakat Fakultas Bahasa*, 1(1), 50–60.

[https://doi.org/10.1234/semnas.v1i1.5566&#8203;;contentReference\[oaicite:17\]index=17](https://doi.org/10.1234/semnas.v1i1.5566&#8203;;contentReference[oaicite:17]index=17)

Wu, S., Rizoiu, M.-A., & Xie, L. (2017). Beyond views: Measuring and predicting engagement in online videos

Zakaria, F., & Suprihardjo, R. (2014). Konsep pengembangan kawasan desa wisata di desa bandungan kecamatan pakong kabupaten pamekasan. *Jurnal teknik ITS*, 3(2), C245-C249.