

CHAPTER 1. INTRODUCTION

1.1 Background

The country of Indonesia was famous worldwide for its rich history and culture. One aspect of this history and culture was the megalithic period. The megalithic period, often called the great stone age, had already initiated the community's belief in the spirits of the ancestors. The community believed that the dwellings of the ancestors continued to exist in the world of spirits. They also believed that their lives were strongly influenced by the ancestors.

Indonesia possessed numerous megalithic relics, including the Duplang Site in Kamal Arjasa, Jember, East Java. Situated 10 kilometers from Jember city, the Duplang Site spanned 12 hectares on the slopes of Mount Argopuro. The area enjoyed a cool climate and boasted a picturesque natural environment (Rudi, 2020). The Duplang Site had a variety of megalithic stones, such as one stone grave, seven kenong stones, and two menhir stones or stone monuments. The stones were estimated to have been made around 3,000 years ago (Sukendar H, 1998).

The writer asked the caretaker about the tourist data for visitors to this place. The number of tourists visiting the Duplang Site Kamal Arjasa was more than 100 tourists every month. The writer also obtained information from the caretaker about the lack of public awareness regarding historical preservation at the Duplang Site Kamal Arjasa. Regarding promotion, the Duplang Site had an Instagram account ([situsduplang_official](#)) and a YouTube channel ([situsduplang](#)), but they were not running smoothly. Additionally, there were vlog videos from tourists introducing the Duplang Site. These videos showed views of the Duplang Site, the facilities offered to tourists, and the site's conditions. The caretaker informed the writer that there was no effective promotional media to attract tourists, as the information provided on Instagram and YouTube was incomplete, consisting only of pictures and videos without detailed descriptions. The caretaker hoped that the Duplang Site could attract not only domestic but also international tourists to help preserve and introduce the history and culture of the Megalithic period. Given this situation, the

caretaker expressed a desire for another form of promotional media, specifically bilingual promotional videos, to promote this historical site.

After conducting the preliminary study, the writer wanted to make a bilingual promotional video of Duplang Site Kamal, Arjasa. This promotional video aimed to expose and introduce this place not only to local tourists but also to international tourists. With this promotional video, Duplang Site received updated information regarding the facilities and infrastructure offered to tourists. Scenes of the video were obtained directly onsite and packaged in a 2D concept that combined images and sound. Finally, the video was uploaded on Instagram and YouTube as the official promotional media of the Jember Tourism Department to strengthen online promotion and attract both domestic and international tourists.

1.2 Objective

The objective for this final project was to make a promotional video of Duplang Situs Kamal Arjasa in English with Indonesian subtitle.

1.3 Significances

Based on the objective above, this Final Project and its product were expected to be useful for the following parties:

1.3.1 For the Writer

For this final project the writer can apply her writing skills, especially in creating a script. Additionally, she uses her translation skills to translate the video script from Indonesian into English. She also demonstrates her English pronunciation ability by dubbing the video.

1.3.2 For the Situs Duplang

For Duplang Site, the product re-promotes this location, aiming to attract tourists to visit this historical tourism destination.

1.3.3 For the Tourist

The final product attracts tourists and helps them learn more detailed information about the Duplang Site.

1.3.4 for Students of English Study Program

This final project can be used as a reference for students of the English Study Program who want to create a promotional video for their final project.