

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is rich in culture that has to be protected and sustained, as its diversity represented a lasting treasure of the nation (Fatmawati, 2021). There were several traditional cultural elements that represent different provinces in Indonesia. For examples, *wayang* from Central Java reflects storytelling traditions, *gamelan* from Java and Bali represent traditional music and ceremonies, and *batik* from Yogyakarta represented national identity, rich culture, and local wisdom.

Various forms of cultural heritage can be found in several heritage tourism destinations, including museums, archaeological sites, and Dutch colonial buildings. Among heritage tourism destinations, museums plays a significant role in enhancing learning by providing interactive and experiential environments. Through hands-on exhibits and curated collections, museums support active learning while preserving and presenting cultural and historical knowledge in a meaningful way (Wareath, 2022). Museum collections may consist of complete objects, fragments, reproduced objects or replicas, specimens, reconstructions, and restored items (Swastiwi et al., 2023). Therefore, museums can be found in many regions of Indonesia, including Jember.

One of the heritage tourism destinations in Jember is Museum Telu Jember, which serve to preserve and showcase historical, cultural, and artistic collections related to the region. The museum houses various collections of historical artifacts, antiques, batik, paintings, and other cultural objects. Located in residential area at Perum Puri Bunga Nirwana No. 3, Kloncing, Karangrejo, Summersari, Jember, East Java, under the leadership of the owner, Dra. Hj. Priwahyu Hartanti, M.Pd on January 3rd 2025.

The owner hopes that the presence of Museum Telu will not only be a place for cultural preservation through its collections, but can show the importance of the museum as a center that supports educational activities, learning and community

involvement. By offering access to historical and cultural information, museums support efforts to promote cultural appreciation and lifelong learning.

According to information obtained from museum staff, Museum Telu receives approximately 150 visitors per month in 2026. However, weekly visitor numbers vary widely and are difficult to predict. On particular days, the museum may receive around 20 visitors, while on others, only 2–4 visitors arrive. Visitor numbers generally increase during national holidays and educational visits from schools and universities.

To promote its collections and activities, Museum Telu utilizes social media platforms such as Instagram (@museum_telu) and TikTok (@nirvana_mushop). However, the museum's digital platform presence remains relatively limited, as reflected in the number of followers (965) and content views average 534. This situation indicates that information about Museum Telu has not effectively reached a wider audience.

According to the writer's observations, one of the challenges faced by Museum Telu is limited public awareness of its existence, particularly among local residents in Jember. This situation is influenced by the museum relatively recent establishment and its location within a residential area, where the building was previously the owner's private home. As a result, many people are unaware that the location functions as a museum.

Given these challenges, there was a clear need for a more engaging and accessible form of promotion that expected reach a wider audience. As a solution, promotional media in the form of a video was proposed to visually and narratively present the identity and uniqueness of Museum Telu. Compared to conventional media such as booklets, videos are more dynamic, easier to distribute through social media platforms, and more effective in attracting audience attention and emotions. In the Industry 4.0 era, social media and video-based content play an important role in stimulating consumers' interest in visiting and delivering promotional messages effectively. (Arianto et al., 2022).

The writer proposed a promotional video to solve recent problems. Using bilingual promotional in English voice over and Indonesian subtitles, videos would reach more national and international visitors. Subtitles are regarded as a key learning aid for individuals who are unable to understand video narration in foreign languages (Malaku et al., 2023). Visitors would figure out what the tourist destination offer or what features they could get, increasing their willingness to visit.

1.2 Objectives

The objective of this project was to create a promotional video for Museum Telu Jember aimed at introducing the museum and encouraging public interest in visiting the museum.

1.3 Significances

Based on the objectives above, the significances of developing a promotional video for Museum Telu Jember could be described as follows:

1.3.1 For the Writer

The final project can helped the writer improve academic writing and translation skills, as well as develop professional skills in producing a promotional video. It also served as a portfolio of the writer's creative work.

1.3.2 For the Owner of Museum Telu Jember

The promotional video can assisted the museum management and expected to increase visitor engagement, expanding social media reach, and disseminating information about Museum Telu Jember as a new historical tourism destination in Jember.

1.3.3 For the Visitors and Viewers

This promotional video can presented clear information about Museum Telu Jember and be able to encouraged public interest in visiting the museum through engaging visual content.

1.3.4 For the Students of English Study Program

The final project can be used as a reference for students who would conduct a final project involving the same product or promotional media.