Panorama

Jurnal Kajian Pariwisata

Vol 6 No 2 Tahun 2026

DEVELOPING BILINGUAL STORYTELLING VIDEO AS PROMOTIONAL MEDIUM TO PROMOTE MALANG CHINATOWN AREA

Fania Geralda[1]*, Ririn Pratiwi Suharto[2], Novitasari[3]

[123] D-IV English Study Program for the Tourism Industry, Business Administration Department, State Polytechnic of Malang

Panorama

Jurnal Kajian Pariwisata

Vol 6 No 2 Tahun 2026

Email : 1faniageralda2004@gmail.com, 2ririnpratiwi@polinema.ac.id,
3novitasari@polinema.ac.id

Panorama

Jurnal Kajian Pariwisata

Vol 6 No 2 Tahun 2026

ABSTRACT

Malang Chinatown is a historical district with significant cultural, historical, and culinary value. Despite its tourism potential, the area lacks engaging bilingual promotional media capable of reaching both domestic and international audiences. This study aimed to develop a bilingual storytelling promotional video as a tourism promotion medium for Malang Chinatown. The research employed Design and Development Research (DDR) using the ADDIE model, consisting of Analysis, Design, Development,

Article History

Received: Agustus 2026

Reviewed: Agustus 2026

Published: Agustus 2026

Plagirism Checker No

Implementation, and Evaluation. Data were collected through interviews, observations, documentation, expert validation, and field testing involving 55 respondents, including 37 Indonesian and 18 international participants. The developed product was evaluated by language and content experts before being implemented. The field-testing results indicated an overall mean score of **4.55 (91.04%)**, demonstrating that the promotional video was perceived as effective in presenting the historical, cultural, and culinary attractions of Malang Chinatown. The combination of storytelling,

237.784537

Copyright : Author

Publish by : Panorama

This work is licensed

bilingual communication, and audiovisual elements enhanced the promotional value of the destination and improved audience engagement. The findings suggest that the developed bilingual storytelling promotional video is a feasible and effective tourism promotion medium that can support destination branding and increase the visibility of Malang Chinatown among domestic and international tourists.

under a Creative Commons Attribution-NonCommercial 4.0 International License

Panorama

Jurnal Kajian Pariwisata

Vol 6 No 2 Tahun 2026

***Keywords**: Bilingual Storytelling Video; Promotional Video; Tourism Promotion; Heritage Tourism; Malang Chinatown.*

INTRODUCTION

Malang is the second largest city in East Java Province. The Malang City Government (2024) states that Malang has a rich history from the ancient royal era to the present. This city is widely known as a tourist city because of the diversity of attractions spread both in the administrative area of Malang City and in the Greater Malang area. Malang offers a variety of tourist experiences, such as MICE (*Meetings, Incentives, Conventions, and Exhibitions) tours*, religious tours, sports tours, festivals and events, thematic villages, city parks, culinary tours, and heritage tours. Its strategic location in the heart of Greater Malang also attracts tourists because it provides easy

access to the surrounding natural destinations, such as beaches, Mount Bromo, and various other artificial recreational parks.

In recent years, a number of thematic tourist areas have gained popularity, such as Kayutangan Heritage Village, Jodipan Colorful Village, and Arema Blue Village. However, in the midst of these developments, there is still one important historical area that has not been optimally known as a tourist destination, namely the Malang Chinatown Area or locally known as *Chinatown*. According to Ica (2022), based on an interview with the Mayor of Malang, Mr. Sutiaji, and the Head of the Malang City Public Works, Spatial Planning, Housing, and Settlement Areas Office (DPUPRPKP), Ir. Diah Ayu Kusuma Dewi, M.T., in June 2022, the local government stated

its intention to strengthen Malang's tourism development through the revitalization of the Chinatown Area. The Mayor explained that the tourist route is planned to be integrated so that it allows visitors to walk from Kayutangan Heritage Village to Merdeka Square and continue to the Chinatown area. This integration aims to create an interconnected tourist experience in the city center. Furthermore, the government views the Malang Chinatown area as having great potential to display its cultural identity, with an emphasis on the importance of involving the local community, especially old shop owners, in highlighting the characteristics and cultural elements typical of Chinatown.

Historically, the Malang Chinatown is one of the oldest districts in this city. According to

Wiryomartono (2002), a location is called historic if it has existed for more than 50 years and has a strong connection with human activities in the past. The ethnic Chinese community has been present in Malang since the late 19th century, around the 1880s, when they began to engage in trade and set up shops. During the Dutch colonial period, a regulation called *Wijkenstelsel* in 1836 required certain ethnic groups to live in a predetermined area within the city. This policy encouraged the Chinese community to settle in groups in certain districts, forming a centralized residential and trade area that came to be known as Chinatown.

Handinoto (1996) stated that the Malang Chinatown consists of several roads that were formerly known by the names of the colonial era. *Petjinanstraat* is now known as Jalan Pasar

Besar. The surrounding streets include *Koeloenpassarstraat* (now Jalan Sersan Harun), *Wetanpassarstraat* (now Jalan Kopral Usman), *Djagalantramstraat* (Jalan Sutan Syahrir), *Klentengstraat* (Jalan Laksamana Martadinata), and *Kidoelpassarstraat* which is now called Jalan Kyai Tamin. In addition, a smaller settlement known as *Petjinan Tjilik* is now known as Jalan Wiromargo.

Today, Malang's Chinatown is characterized by a variety of commercial ventures, religious sites, and legendary culinary ventures that have contributed to the region's historical and cultural landscape. Important sites, including Eng An Kiong Temple, Hok Lay Depot, Madjoe Cake Shop, and Manu Gajah Mada Chicken Noodles, have been in operation for decades. Despite having a rich

historical background and cultural uniqueness, Malang's Chinatown has not received optimal recognition among domestic and international tourists. Based on an interview with the Coordinator for Tourism and Creative Economy of the Malang City Youth, Sports, and Tourism Office on March 25, 2026, Mrs. Maya stated that Malang's Chinatown needs a more strategic and innovative promotional media to strengthen its tourism image and attract more visitors. The area has many shops and potential attractions that have not been optimally promoted. Furthermore, bilingual videos (English and Indonesian) are considered to attract wider attention from both local and international tourists. Although revitalization plans have been put forward, the region still lacks strong promotional exposure to effectively communicate its historical and cultural values.

In the era of globalization and digital transformation, effective promotional media plays an important role in supporting tourism development. According to Data Pandas (2024), Indonesia ranks fourth in the world in the number of internet users, with around 333 million users. This shows a great opportunity to leverage digital platforms as a promotional tool. Arianto et al. (2022) emphasize that video marketing allows destinations to reach a wider audience beyond geographical boundaries, so that promotional content can be accessed globally. The widespread accessibility of the internet makes it easier for tourism stakeholders to share information internationally and expand their potential market reach. Therefore, the development of bilingual promotional videos can be a strategic medium to increase the visibility and attractiveness of the Malang Chinatown Area for domestic and international audiences.

In this study, the researcher applied *the storytelling* technique to compile a promotional video narrative. As mentioned by Jo et al. (2022), *storytelling* is an effective approach in building destination *brands*, as it functions as a marketing strategy to promote tourist attractions, build emotional connections between tourists and destinations, and improve travel experiences. In terms of language, promotional videos are developed in bilingual formats, namely English and Indonesian. According to Abdul Zalil & Lim (2022), English plays a crucial role in the tourism industry because it functions as a global *lingua franca* in the modern era. The use of English allows destinations to reach international audiences and expand their global tourism. In addition, UNESCO (2023) recognized Indonesian as one of the official languages in its General Conference, which affirmed the importance of this language at the international level. Therefore, the

inclusion of Indonesian in promotional videos ensures accessibility and comprehension for domestic audiences.

This research specifically aims to develop bilingual promotional videos with *a storytelling* approach to promote the Malang Chinatown Area for the Malang City Youth, Sports, and Tourism Office. This research is expected to provide benefits to various parties: (1) for researchers, as practical experience in developing promotional videos, script writing, production, editing, and bilingual translation; (2) for the Malang City Youth, Sports, and Tourism Office, as a medium to strengthen the image and *branding* of Malang Chinatown destinations; (3) for the Malang Chinatown Area and shop owners, as a means of increasing visibility and tourism image; (4) for

tourists, as an easily accessible source of information about the historical, cultural, and attraction values of the area before visiting; (5) for future researchers, as a reference for the development of bilingual tourism media; and (6) for the Department of English, Malang State Polytechnic, as an example of applied research in the field of English for Tourism.

This research focuses on the development of bilingual promotional videos designed to increase the visibility of the Malang Chinatown as a tourist destination. The video applies a *storytelling* approach by presenting the historical background, cultural identity, and culinary uniqueness of the region through a structured narrative. The bilingual format uses English *voice-over* narration accompanied by Indonesian *subtitles* to effectively reach international and

domestic audiences. The selected destinations include Eng An Kiong Temple, Jalan Pasar Besar, Madjoe Cake Shop, Gajahmada Chicken Noodles, Hoklay Depot, Kopi Tuju, Omah Wiro Margo, Tio Souvenir Shop, Loowkei Coffee, and Ronde Titoni. These destinations were selected based on historical value, cultural value, and representation of culinary and commercial activities in the Chinatown Area. All videos are produced in *landscape* format for compatibility with digital platforms such as YouTube, Instagram, and other social media, and edited using the CapCut Pro application.

METHODOLOGY

This research uses *the Design and Development Research* (DDR) approach to develop bilingual *video storytelling* as a promotional medium for the Malang Chinatown. DDR is a research approach that aims to design products as solutions to identified problems (Richey & Klein, 2007). This design was chosen because this research not only identifies problems related to the lack of promotional media that is attractive to Malang Chinatown, but also produces products in the form of storytelling-based promotional videos as a solution.

The development process in this study follows the ADDIE model, which consists of five systematic stages: *Analysis, Design, Development, Implementation,* and *Evaluation* (Branch, 2010). The ADDIE model is widely used in development research because it provides a structured

framework for producing effective media products. Each stage supports the development process so that promotional videos are based on audience needs, systematically designed, and evaluated for improvement.

Analysis Stage. At this stage, the researcher identified problems and needs related to the promotion of the Malang Chinatown Area. The researcher conducted an interview with the Coordinator for Tourism and Creative Economy of the Malang City Youth, Sports, and Tourism Office to understand existing promotion strategies and challenges, as well as to make direct observations on the condition of the region. In addition, the researcher interviewed local historical observers as well as *the founders of the @historyfunwalk_mlg* community to gain a

more comprehensive understanding of the historical background of Malang's Chinatown, to ensure that promotional content accurately reflects the cultural and historical significance of the region.

Design Stage. At this stage, the researcher develops the concept and structure of the promotional video, including determining the theme of the video and *storytelling*, selecting the destination to be displayed, writing an English script, and planning *voice-over* and *subtitles*. The researcher also planned the duration of each segment and the overall structure of the video, including the *company profile* and ten selected destinations.

Development Stage. At this stage, the researcher produces a promotional video based on a script and a storyboard that has been designed. Filming was carried out at several locations in

the Malang Chinatown area, including Eng An Kiong Temple, Jalan Pasar Besar, Madjoe Cake Shop, Mie Ayam Gajah Mada, Hok Lay Depot, Kopi Tuju, Omah Wiro Margo, Tio Souvenir Shop, Ronde Titoni, and Loowkei Coffee, using a Canon EOS 700D DSLR camera and edited using the CapCut Pro application. Indonesian *subtitles*, background music, transitions, visual effects, and *storytelling elements* to create bilingual promotional videos. Once the initial product is complete, the video is validated by linguists and content experts. Linguists evaluate aspects of language use, including pronunciation, translation, *voice-over* quality, and *subtitling*, while content experts assess the accuracy, relevance, and completeness of historical, cultural, and tourism information presented in videos.

Implementation Stage. At this stage, the validated bilingual *storytelling promotion video* is disseminated to the target audience and relevant stakeholders, including the Malang City Youth, Sports, and Tourism Office (Malang City Disporapar), local communities, students, and domestic and international audiences. The implementation was carried out through field tests to evaluate the effectiveness of video as a medium for tourism promotion in Chinatown in Malang. Respondents were asked to watch a video through the Google Drive link provided by the researcher, then fill out a questionnaire compiled using Google Forms. The questionnaire focused on evaluating various aspects of promotional videos, including *storytelling*, informational content, visual quality, *voice-over narration,* subtitle *readability*, audience engagement, and the effectiveness of videos in promoting Malang's Chinatown as a tourist destination.

Evaluation Stage. The evaluation stage involves analyzing responses obtained from field test questionnaires to assess the effectiveness of bilingual *storytelling promotional videos*. The researcher calculates the average score of the respondents and interprets the results to determine the overall quality of the product. Additionally, the researcher reviewed respondents' comments and suggestions to identify potential improvements. Based on the results of the evaluation, the researcher concluded whether the promotional video had achieved its purpose as a promotional medium for tourism in Chinatown Malang. The final version of the video was then submitted to the Malang City Disporapar as one of the promotional media for Malang Chinatown.

This research was carried out in the Malang Chinatown Area, covering several main roads,

namely Jalan Pasar Besar, Jalan Laksamana Martadinata, Jalan Wiromargo, Jalan Sersan Harun, Jalan Sultan Syahrir, and Jalan Kyai Tamin. Data collection is carried out through three main techniques. *First*, observations were carried out in the Malang Chinatown to observe the physical conditions, commercial activities, and cultural atmosphere of the region. *Second*, interviews were conducted with the Coordinator for Tourism and Creative Economy, local historical observers/@historyfunwalk_mlg founders, as well as several culinary business owners in the area to explore the origins of their businesses and cultural values, in order to strengthen the storytelling element in the video and ensure the accuracy and authenticity of the content. *Third*, documentation is used to collect supporting materials in the form of photographs, video recordings, historical records, and archival information related to the Chinatown Area, which is

then integrated into the script writing and video production process.

The product developed in this study is in the form of a bilingual *storytelling* video with a total duration of 15 minutes, consisting of a 5-minute profile video (*company profile*) and a 10-minute destination promotion. The promotional segment features ten selected destinations within the Chinatown Area, each presented for 1 minute. Videos are produced in *landscape* format (16:9 ratio) and MP4 format to be compatible with digital platforms such as YouTube, Instagram, and other social media. The narrative is delivered in English through *voice-over*, accompanied by *Indonesian subtitles* to create bilingual promotional media that can be accessed by domestic and international audiences. The video uses *storytelling techniques*, including historical narratives,

culinary origin stories, and cultural explanations, and is equipped with visual elements such as cinematography, subtle transitions, background music, and *text overlays* to reinforce the video's results.

RESULT AND DISCUSSION

Stages of Analysis

In the analysis stage, the researcher made a direct visit to the Malang City Youth, Sports, and Tourism Office to obtain institutional insights and approval for the development of

promotional videos. An interview with the Coordinator for Tourism and Creative Economy on March 25, 2026 found that Malang's Chinatown has not been promoted optimally, especially in terms of interesting and storytelling-based digital content. Mrs. Maya stated that this effort is a good step to promote Malang's Chinatown to local and international tourists, considering that the area is an important part of Malang City's economy, and that an engaging video can boost the city's digital promotion. Existing promotional media are considered less effective in attracting the interest of audiences, especially young and foreign tourists. The agency also emphasized that Malang City is very attached to its culinary identity, so the culinary and commercial areas in Chinatown need to continue to be promoted and developed, considering that this area has historical value as well as a center of economic activity.

To strengthen the analysis, the researcher also interviewed Mr. Hanu, the founder of *the History Fun Walk Malang* community which was established in 2023 and focuses on exploring Malang's colonial history through *walking tours* and *storytelling activities*. Mr. Hanu stated that Malang Chinatown holds a lot of history that is combined with local culture, with various promotional potentials such as the Eng An Kiong Temple as the oldest temple in Malang, as well as various legendary shops that need further promotion, and that his community has a photo archive of the Chinatown area during the colonial period that can be used as a reference. The insights from this interview confirm the importance of *storytelling* in promoting the region, considering the many historical narratives and cultural values that are not widely known to the public.

In addition to the interviews, the researcher also conducted direct observations in the Malang Chinatown area, including Jalan Pasar Besar, Jalan Wiro Margo, Jalan Zainul Arifin, Jalan K.H. Ahmad Dahlan, and Jalan Laksamana Martadinata, as well as key locations selected for video production. Observations focus on the physical environment, visitor activities, and the overall atmosphere of the area. The results of observations show that Malang Chinatown has a lively and culturally rich atmosphere, but still lacks informative and visually appealing promotional media to communicate its uniqueness to a wider audience. After interviews and observations, the researcher carried out fieldwork for the video documentation in April, including two days of shooting in various selected locations, with official permission from each business owner through a letter of introduction from the Malang City Disporapar.

Planning Stage

After the analysis stage, the researcher proceeded to the stage of designing the concept of profile videos and promotional videos for the Malang Chinatown Area. The design process focuses on developing *storytelling concepts, visual styles*, shot lists, *moods*, narratives, and video structures to create promotional media that is attractive to local and international tourists. Based on the results of the analysis stage, the researcher decided to use *a storytelling-based concept* to emphasize the historical, cultural, and culinary aspects of Malang's Chinatown. The *storytelling approach* was chosen because it allows the audience to feel the atmosphere and historical value

of the region more emotionally and deeply. The researcher then wrote a bilingual promotional video script using two languages, Indonesian and English, so that the content could be understood by both local and foreign tourists. The narrative is designed using *a cinematic storytelling* style to create a more engaging and informative viewing experience.

Development Stage

After the analysis and design stage is completed, the researcher proceeds to the development stage, which aims to transform the storyboard, script, and promotional concept into a complete bilingual storytelling video. This process involves producing an early version of the video by integrating visual elements, narration, *subtitles*, background music, and other

audiovisual components.

The researcher visited ten locations in the Malang Chinatown area which included historical tourist destinations, culinary tourism points, and commercial areas that represented the identity and uniqueness of Malang Chinatown. The locations were chosen based on discussions and recommendations from the Malang City Disporapar to ensure that the videos represent important historical and cultural attractions in the area. The shooting process was carried out for two days, on April 8 and 9, 2026. On the first day, the researcher focused on recording the atmosphere around Jalan Pasar Besar and several legendary culinary destinations such as Madjoe Cake Shop, Hok Lay Depot, Kopi Tuju, and Omah Wiro Margo, by capturing various visual elements, including

street activities, store exteriors, customer interactions, food preparation processes, and the atmosphere of Chinatown's commercial area. On the second day, the researchers visited Eng An Kiong Temple, Tio Souvenir Shop, Chicken Chicken Mada Noodles, Ronde Titoni, and Loowkei Coffee to continue the documentation process, focusing on capturing the historical atmosphere, architectural details, cultural ornaments, and social interactions in the area.

To support the production process, the researcher invited a friend to help as a videographer as well as an extra in several scenes, with the aim of creating a more natural, lively, and immersive visual presentation. Some scenes feature activities such as walking down the streets of Chinatown, ordering food, enjoying culinary products, and interacting with the surrounding

environment. During the production process, the researchers used a Canon 700D DSLR camera by applying several shooting techniques, such as *wide shot*, *close-up shot*, *tracking shot*, *cinematic movement shot*, and *street ambience shot* to strengthen the visual narrative of the video. *Wide shots* are used to introduce the overall atmosphere of Chinatown, while *close-up shots* are used to highlight culinary details, ornaments, and historical elements.

After the recording process is complete, the researcher proceeds to the editing stage using the CapCut Pro application. The researcher also adjusted the coloring according to the desired atmosphere of the promotional video. Warm and cinematic color tones are applied to create a nostalgic, historical, and emotional impression that reflects the identity of Malang's Chinatown.

Multiple transitions, slow-motion effects, and cinematic cuts are also added to create a more engaging viewing experience. In addition, researchers inserted background music and ambient sounds such as street noise, conversations, cooking sounds, and market activities to amplify the immersive atmosphere of the video. After the visual editing process is complete, the researcher records an *English-language voice-over* narration based on a script that has been revised and approved by the supervisor. The revision process aims to ensure that the narrative conveys clear information, an easy-to-understand storyline, and the correct pronunciation for an international audience. *The voice-over* was performed directly by the researcher, Fania Geralda, to maintain the consistency of the *storytelling style* and emotional tone of the promotional video.

Linguist Validation. After the initial product was completed, the video was validated by linguists, Mr. Garindra Muhammad, M.A., a lecturer in the Department of English at the State Polytechnic of Malang, a graduate of the Bachelor of English Language and Literature at the State University of Malang and a Master of Linguistics at Gadjah Mada University, with professional experience as an English-Indonesian translator and editor. The language validation instrument consists of ten assessment items which include narrative suitability, *English voice-over* clarity, pronunciation, speech tempo, *subtitle quality*, translation accuracy, language style, consistency between *voice-over* and *subtitles*, grammar, and translation of cultural terms. Linguists gave a total score of 44 out of a maximum score of 50, resulting in an average score of 4.40 or 88%. The linguist did not provide any comments or suggestions for improvements, indicating that *the*

English voice-over, translation, pronunciation, and *subtitling* had met the expected linguistic standards, so no further revisions were required at this stage.

Content Expert Validation. The second validator is Mr. Gustian Ri'pi, a digital content creator who focuses on tourism and culinary content on Instagram and TikTok with more than 10,000 followers, a graduate of Informatics Engineering Universitas Brawijaya with additional expertise in graphic design and visual communication. Content validation uses ten assessment items related to the relevance, accuracy, organization, and effectiveness of promotional video content. The video obtained a total score of 49 out of a maximum score of 50, with an average score of 4.90 or 98%. Although the overall evaluation showed that the video had met the expected

quality standards, content experts suggested improvements to the audio balance in some scenes, especially the background music in the video *of Pertokoan Along the Malang Chinatown* which was considered too loud compared to the *voice-over narration*. Based on this suggestion, the researchers revised the audio by reducing the volume of the background music so that the narrative is heard more clearly without compromising the overall mood of the video.

Implementation Stage and Field Test

At the implementation stage, the bilingual *storytelling promotion video* that had been

validated was disseminated to 55 respondents, consisting of 37 Indonesian respondents and 18 international respondents, through a Google Drive link. Respondents filled out a questionnaire prepared using Google Forms to evaluate various aspects of the video, including *storytelling*, content presentation, visual quality, *voice-over* narration, *subtitle* readability, audience involvement, and video effectiveness in promoting Malang Chinatown.

The results of the field test showed high average scores on all eleven questions, as summarized in Table 1.

Table 1. Results of Field Test of Promotional Videos by Respondents

Yes	Assessment Criteria	Average Score
1	Videos are interesting and able to grab my attention	4,5
2	The *storytelling* approach makes videos fun to watch	4,6
3	The stories presented in the video are easy to follow	4,6
4	The video helped me understand the history of Malang's Chinatown	4,6

Yes	Assessment Criteria	Average Score
5	The video provides useful information about Malang's Chinatown	4,7
6	Visual scenes make the destination look attractive	4,6
7	Background music to match the mood of the video	4,5
8	*English voice-over* is clear and easy to understand	4,5

Yes	Assessment Criteria	Average Score
9	*Indonesian subtitles* are legible and easy to follow	4,4
10	Video effectively promotes Malang's Chinatown as a tourist destination	4,6
11	Overall, the video encouraged me to visit Malang Chinatown	4,5
	Overall Average	**4,55 (91,04%)**

Fig 1. Results of Field Test of Promotional Videos by Respondents

Based on the results of the field test, bilingual *video storytelling* obtained an overall average score of 4.55 with a percentage of 91.04%. In general, respondents gave a positive response to promotional videos. They appreciated the storytelling concept, visual presentation, and overall quality of the video, and considered it an effective promotional medium to introduce Malang Chinatown as a tourist destination. In addition to the positive assessment, several respondents gave constructive suggestions for future improvements, including proposals to produce *portrait* (vertical) versions to be more suitable for social media platforms such as Instagram Reels and TikTok, as well as proposals to apply *brighter color grading* to some scenes according to the

audience's personal preferences.

Discussion

Promotional videos play an important role in the tourism industry by increasing public awareness of a destination while creating a positive image and strengthening its identity. As stated by Wulandari (2025), tourism promotion aims not only to introduce destinations, but also encourage prospective tourists to visit. Based on this concept, this study develops bilingual *video storytelling* as a tourism promotion medium for Malang Chinatown, one of the cultural heritage

destinations in Malang City. Kim et al. (2019) explain that *storytelling* allows tourists to understand and connect with the cultural values of a destination. Therefore, *the storytelling approach* is adopted to present the history, culture, culinary, and tourist attractions of Malang's Chinatown in a more interesting and memorable way for domestic and international audiences.

The development of this bilingual *storytelling* promotional video successfully applied the ADDIE model systematically, starting from product needs identification and design to expert validation, field tests, and evaluations. Based on the researcher's review of previous research and available tourism promotion media, there has been no research that specifically develops bilingual *video storytelling* to promote Malang's Chinatown. To achieve this goal, the researcher

chose destinations that represent the diversity of tourist experiences in Malang's Chinatown. The Eng An Kiong Temple was chosen because it represents the historical development and harmonious blend of Chinese and local cultures. Culinary destinations, including Ronde Titoni, Hok Lay Depot, Chicken Gajah Mada Noodle Depot, and Madjoe Cake Shop, are featured because they are iconic local businesses that have been operating for decades and are an integral part of Malang's Chinatown identity. Meanwhile, Kopi Tuju Malang and Loowkei Coffee are included to show how modern cafes coexist with the historical atmosphere of Chinatown. Omah Wiro Margo is displayed as a space that promotes literacy and provides a unique tourist experience for book lovers. In addition, Tio Souvenir Shop and traditional shops along Jalan Pasar Besar were chosen to represent the local creative economy and commercial activities that contribute to the identity of

Malang's Chinatown as a tourist destination.

The development of bilingual *storytelling* promotional videos in this study considers several characteristics of effective promotional videos. First, following the criteria proposed by Baliun et al. (2022), videos are produced using high-quality shooting and editing techniques to create an engaging visual presentation. Second, the researcher ensured proper synchronization between English *voice-overs*, Indonesian *subtitles*, and visual scenes, as emphasized by Xu (2025); the showtimes *of subtitles* and narration were carefully adjusted so that both elements conveyed the same information simultaneously. Third, the background music is carefully chosen to suit the mood and emotional tone of each scene; according to Pinke-Sziva & Irimiás (2024), background

music serves as an emotional element that increases audience engagement. Fourth, the readability of the *subtitles* is also considered during the editing process; Hero (2024) states that effective *subtitles* must be readable, properly synchronized, and positioned correctly to provide a comfortable viewing experience.

The findings of this study are consistent with a number of previous studies on tourism promotion videos. First, Setyanto (2022) found that promotional videos are effective in introducing Chinatown tourist destinations by highlighting cultural, historical, and culinary attractions, thereby increasing public awareness of these destinations. Similarly, this study shows that bilingual *video storytelling* is effective in introducing historical heritage, cultural identity,

culinary attractions, and local businesses in Malang's Chinatown. However, unlike Setyanto's research which adopts a monolingual and informative approach, this study integrates bilingual narratives and *storytelling* techniques to increase audience engagement and reach local and international tourists.

These findings also support the research of A'yun (2025), who developed a bilingual promotional video for *the Acala Bromo Trip* using the ADDIE model. The study concluded that bilingual promotional videos improve message clarity, audience engagement, and accessibility for international travelers. Similarly, this study applies English *voice-over* and Indonesian *subtitles* to overcome language barriers and communicate tourism information effectively to audiences

from various language backgrounds. Nonetheless, A'yun's research focuses on promoting travel agents as business entities, while this research emphasizes the promotion of cultural heritage destinations through *storytelling* to communicate the historical and cultural significance of Malang's Chinatown.

These findings are also in line with Kusumawati and Agustina (2026), who report that storytelling-based promotional videos have succeeded in strengthening *destination branding* and increasing audience engagement. The study revealed that respondents rated narrative videos as informative, engaging, and able to create an emotional connection with the audience, with an average evaluation score of 4.53 on a scale of 5. These findings show that the combination of

storytelling with bilingual audiovisual elements can increase the effectiveness of tourism promotion videos by conveying information in a more engaging way. In line with other previous studies that discussed Chinatown promotion (Setyanto, 2022), ADDIE-based promotion for destinations in Malang Raya (Mufidah et al., 2022; Kusumawati & Agustina, 2026), as well as the development of tourism promotion scripts and videos in general (Lestari et al., 2024; Afni, 2025; Angelica Bacud et al., 2025), this study strengthens empirical evidence that the combination of *storytelling*, bilingualism, and audiovisual quality is a determining factor for the success of urban cultural heritage tourism promotion videos.

CONCLUSION

This research aims to develop bilingual *video storytelling* as a tourism promotion medium for Malang Chinatown. Based on the results of the research, the researcher succeeded in developing a promotional video consisting of one profile video (*company profile*) and ten promotional videos featuring historical, cultural, culinary, and economic attractions of Malang's Chinatown. This promotional video integrates *storytelling*, *English voice-over*, Indonesian *subtitles*, and cinematic visual elements to introduce Malang Chinatown to domestic and international tourists.

This research uses *the Research and Development* (R&D) method with the ADDIE model,

which includes *the Analysis, Design, Development, Implementation,* and *Evaluation* stages. The results of the linguist validation showed an average score of 4.40 (88%), the results of the content expert validation showed an average score of 4.90 (98%), and the results of the field test of 55 respondents showed an average score of 4.55 (91.04%). Based on these results, it can be concluded that *bilingual video storytelling* developed through the R&D method with the ADDIE model is valid, feasible, and effective to be used as a tourism promotion medium in Malang's Chinatown. The final product of this research has been submitted to the Malang City Youth, Sports, and Tourism Office (Malang City Disporapar) to support efforts to promote Malang Chinatown to the wider community.

Based on the findings and conclusions of this study, the researcher proposed several suggestions. The English Study Program is recommended to facilitate students' access to academic resources, such as the provision of institutional email accounts or subscriptions to international journals that can be accessed through students' personal devices, in order to support research and improve the quality of students' final projects. Researchers are further advised to develop bilingual promotional videos with different concepts and formats, such as *portrait* videos (verticals) that are more suitable for social media platforms such as Instagram Reels, TikTok, and YouTube Shorts, as well as explore different visual styles and themes, by compiling a well-organized research schedule and list of activities. The Malang City Youth, Sports, and Tourism Office (Malang City Disporapar) is recommended to collaborate with universities in the

development of digital tourism promotion media, so that students can contribute with innovative ideas and produce bilingual promotional content that supports the promotion of Malang tourist destinations, considering that the number of international tourists visiting Malang continues to increase.

REFERENCES

Abdul Zalil, N. A., & Lim, S. P. (2022). English language in tourism industry: A scoping review. *Asian Pendidikan, 2*(2), 26–33. https://doi.org/10.53797/aspen.v2i2.3.2022

Bacud, T. S. A., Casillano, B., Lumabao, D. L. E., Quilang, G. F. K., Suyu, R. G. F., & Millan Jr., B. O. (2025). *Highlighting Lag-Lagto River: Developing a promotional video to position San Miguel Baggao, Philippines as a key tourist site*. *Juwita*, *4*(3). Retrieved from https://journal.uinmataram.ac.id/index.php/juwita

Bagoes P. Wiryomartono. (2002). *Urbanitas dan Seni Bina Perkotaan*. Balai Pustaka. Retrieved from https://lib.ui.ac.id/detail.jsp?id=20185489

Baliun, O. O., Fisenko, T. V., & Vityuk, L. S. (2022). The influence of video advertising on the promotion of territorial branding. *Scientific Notes of V. I. Vernadsky Taurida National*

University. Series: Philology. Journalism, 2(4), 274–280. https://doi.org/10.32782/2710-4656/2022.4.2/45

Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities, 87*, 10–20. https://doi.org/10.1016/j.cities.2018.12.025

Branch, R. M. (2010). *Instructional design: The ADDIE approach*. Springer. https://doi.org/10.1007/978-0-387-09506-6

Choi, S. S. (2016). A study on effect of tourism storytelling of tourism destination brand value and tourist behavioral intentions. *Indian Journal of Science and Technology, 9*(46). https://doi.org/10.17485/ijst/2016/v9i46/107387

Data Pandas. (2024). *Internet users by country.* Retrieved from https://www.datapandas.org/ranking/internet-users-bycountry

Handinoto, P. H. S. (1996). *Perkembangan kota & arsitektur kolonial Belanda di Malang*. Lembaga Penelitian dan Pengabdian kepada Masyarakat, Universitas Kristen Petra. Retrieved from

https://lppm.petra.ac.id/books/perkembangan-kota-arsitektur-kolonial-belanda-di-malang/

Hero, Y. (2024, September 4). *Top 5 Tips for Multilingual Video Production Success*. EIWA Media. Retrieved from https://www.eiwamedia.com/post/top-5-tips-for-multilingual-video-production-success

Arianto, H., Pitana, I. G., Wiranatha, A. S., & Budiarsa, M. (2022). The effectiveness of Bali tourism promotion throughout digital marketing videos. *International Journal of Social Science, 1*(5), 553–562. https://doi.org/10.53625/ijss.v1i5.1294

Ica. (2022, September 23). *Wujudkan Pecinan Heritage*. Malang Posco Media. Retrieved from https://malangposcomedia.id/wujudkan-pecinan-heritage/

Jo, M., Cha, J., & Kim, J. (2022). The effects of tourism storytelling on tourism destination brand value, lovemarks, and relationship strength in South Korea. *Sustainability, 14* (24), Article 16495. https://doi.org/10.3390/su142416495

Kim, J. H., Bae, K., & Hong, J. Y. (2019, June 26). Consumption value system and storytelling for digital advertising. *ACM International Conference Proceeding Series*. https://doi.org/10.1145/3326467.3326494

Lestari, R. M., Sasmita, M. T., & Wahyuni, S. (2024). Designing promotional video for Buwun Sejati Tourism Village as a tourism promotion media. *J-TRUE: Journal of Travel and Leisure, 1*(2), 62–66. https://doi.org/10.52352/jtrue.v1i2.1640

Liao, S., Kruger, J. L., & Doherty, S. (2020). The impact of monolingual and bilingual subtitles on visual attention, cognitive load, and comprehension. *Journal of Specialised Translation, 33*, 70–98. https://doi.org/10.26034/cm.jostrans.2020.549

Malang City Government. (2024). *History of Malang*. Retrieved from https://malangkota.go.id/en/sejarah-malang/

Mufidah, H. B., Alfianistiawati, R., Dionchi, P. H. P., & Fatanti, M. N. (2022). Digital creative promotion melalui pembuatan video pendek sebagai strategi promosi Kampung Sejarah "Kayutangan Heritage" Kota Malang. *Surya Abdimas, 6*(2), 311–323. https://doi.org/10.37729/abdimas.v6i2.1686

Afni, N. (2025). Developing a promotional video script for Green Paradise Resort in Pagar Alam as a tourism destination. *Holistics (Hospitality and Linguistics): Jurnal Ilmiah Bahasa Inggris, 17*(2). https://doi.org/10.5281/zenodo.18228150

Pan, S., Tsai, H., & Lee, J. (2011). Framing New Zealand: Understanding tourism TV commercials. https://doi.org/10.1016/j.tourman.2010.05.009

Pinke-Sziva, I., & Irimiás, A. (2024). *ringing long-haul destinations closer: The role of music in destination promotional videos.* (Doctoral dissertation, Cornivus University of Budapest). https://doi.org/10.14267/phd.2024059

Qurrotu, S. A. (2025). Developing a bilingual company profile and promotional videos for Acala Bromo Trip. In *Proceedings of the ICALCom 2025 State Polytechnic of Malang International Conference on Applied Linguistics and Communication.* Retrieved from http://proceedings.icalcom.or.id/index.php/icalcom/article/view/200

Reynolds, M. D. (2026). Voice-over as a substitute for visual explanation in short videos. *Journal of Linguistics and Communication Studies, 4*(5), 33–48. https://doi.org/10.63593/JLCS.2025.12.04

Kusumawati, A. R., & Agustina, H. N. (2026). Destination brand storytelling in thematic villages Kampung Budaya Polowijen: The power of narrative video. In *JSRET (Journal of Scientific* (Vol. 5).

Situmeang (2024). *Strategi Komunikasi Pariwisata Dan Kearifan Lokal Dalam Memperkenalkan*. https://doi.org/10.37817/ikraith-humaniora.v8i2

Setyanto, M. A. (2022). *Perancangan video promosi Kampung Wisata Pecinan Kapasan sebagai upaya mengenalkan wisata kepada masyarakat*. Retrieved from https://repository.dinamika.ac.id/id/eprint/6642/1/18420100020-2022-UNIVERSITASDINAMIKA.pdf

Tessitore, T., Pandelaere, M., & Van Kerckhove, A. (2014). The Amazing Race to India: Prominence in reality television affects destination image and travel intentions. *Tourism Management*, *42*, 3–12. https://doi.org/10.1016/j.tourman.2013.10.001

Wulandari, D. P. (2025). Tourism promotion strategy analysis: Increasing destination attractiveness in the digital era. *MSJ: Majority Science Journal*, *3*(1), 163–173. https://doi.org/10.61942/msj.v3i1.330

Xu, M. (2025). A Study on the Communication Effect of Multimodal Translation of Urban Promotional Videos in the Era of Integrated Media. *Reviews*, *7*(6). https://doi.org/10.12238/rerr.v7i6.4168

Yunika, G., & Subari, L. (2025). Exploring the art of translation strategies in Indonesian culinary translation. *Translation and Linguistics (Transling)*, *5*(3), 232–241. https://doi.org/10.20961/transling.v5i3.106427

Agustina, H. N., & Sakinah, Y. L. (2026). *SIPETOK: Strategi pemasaran kampung tematik dengan storytelling dan komponen kepariwisataan*. Retrieved from https://www.researchgate.net/publication/408704091_STORYTELLING_UNTUK_KOMUNIKASI_WISATA_DIGITAL