

ABSTRACT

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Study Program : Hotel Business
Title : "Lawang Sewu as a Cultural Heritage at Semarang" The History Behind Lawang Sewu

Lawang Sewu is an ancient historic building that was formed during the Dutch colonial period in 1904. As a historical heritage, this study is intended to explain millennials about the history and beauty behind Lawang Sewu, as well as the accommodation and accessibilities. This research was conducted by using interviews, observations, and questionnaire of 50 correspondents that shows Indonesian citizens especially millennials who haven't visited Semarang to the tune of 58,8%, 18% didn't know the Lawang Sewu, and 42% adequate to know the history or short story of Lawang Sewu. Of 50 correspondents, 96% stated that they adore an aesthetic place and 21 persons stated that taking pictures are the activities they want to do when visiting Lawang Sewu. As a result, a virtual tour video was made for millennials in order to know more about Lawang Sewu and therefore, the purpose of the storytelling has been done.

Keyword: *Destinations, lawang sewu, cultural heritage, history, attractions, accessibility, amenities, millennials.*