CHAPTER IV
RESULT AND DISCUSSION

In this section, the researcher presents a comprehensive description of the whole production process involved in creating the short film titled *"Menemukan Damai di Watugong."*, which uploaded in the interactive website of Buddhagaya Watugong Semarang, "*www.watugongsemarang.my.id*".

4.1 Result

The research was carried out by implementing the Research and Development (R&D) method as the primary approach. This method involves a series of systematic stages, including: research and information collecting, planning, developing preliminary form of product, preliminary field testing, main product revision, operational field testing, final product revision. The pre-production stages include a series of stages including location selection, scriptwriting, talent casting, and scheduling.

The production process includes a variety of stages, such as filming and directing actors, as well as technical tasks including editing, audio processing, visual effects integration, and final compilation. These stages are essential for preparing the promotional video content for website publication. This structured division of roles is intended to offer a holistic view of the entire content creation process for the Buddhagaya Watugong Monastery Interactive Website. This initiative is expected to enhance the site efficacy in promoting cultural and tourism activities. In this section, the author will present a detailed account about the development process for the promotional video of interactive website, ensuring that readers gain a comprehensive understanding of the workflow behind its successful implementation.

In this chapter, the researcher presents a comprehensive description of the whole production process involved in creating the short film titled *"Menemukan Damai di Watugong."*

4.1.1 Development Process

The development process in this research implemented the R&D model to produce a promotional video for Buddhagaya Watugong Monastery, titled *"Menemukan Damai di Watugong"*. The research process began with the identification of needs through observations and interviews, with the objective of uncovering lesser-known tourism elements. The initial product design consisted of a storyline and script, followed by the creation of a detailed storyboard and production schedule. Cinematographic techniques were employed to convey a serene ambiance, with filming taking place at significant locations within the monastery complex. During the post-production phase, a range of editing, audio processing, music, text, subtitles, and color grading techniques were employed to ensure visual consistency. This development phase serves as the foundation for the entire product creation process, where each step is structured based on user involvement, validation, and continuous improvement. An additional discussion of technical particulars concerning the design, implementation, and revision stages of the product is to be found in the following subsections.

4.1.1.1 Research and Information Collecting

At this stage, the researcher implemented two primary methodologies for the acquisition of data and information: direct observation and interviews. The observation was conducted on-site at Buddhagaya Watugong Monastery to gain a clear understanding of the current conditions, tourism potential, and the types of information needed for future development, the results of the observation revealed fourteen elements of tourism potential spread throughout the monastery complex, including artistic aspects, religious functions, historical value, and architectural styles. However, the Pagoda has been the primary focus of recognition, establishing itself as the preeminent icon. The remaining attractions, including Watugong, Sanchi Gate, Dhammasala, Asoka Monument and Inscription, and Bodhi Tree remain relatively unfamiliar to the public due to lack of documentation and publication. In order to provide support for the observational findings, researcher

conducted interview with three informants, two visitors and one form the monastery administrator named Dina. During the interview, she outlined the historical progression of the monastery, initially established as place of worship, then gradually evolved into a religious tourism site due to its rich cultural and historical potential.

Despite this, the general public often perceives it exclusively as a Buddhist place of worship. As one visitor noted, they initially believed the entire site was simply called Pagoda and assumed it was exclusively a religious site. The limited public perception can be attributed to the absence of visual and narrative information regarding the various elements beyond the pagoda. This underscores the necessity for a comprehensive and aesthetically pleasing information platform that can present all of Buddhagaya Watugong Monastery distinctive attractions in a more equitable and effective manner, while also enhancing public appreciation of its profound cultural and spiritual values.

The promotional video, titled "*Menemukan Damai di Watugong*," was developed as a means of introducing the cultural and historical richness of Buddhagaya Watugong Monastery to a broader audience. The objective of this presentation is to offer a visual experience that is enveloped in an engaging narrative. It aims to showcase the aesthetic appeal of the temple and to convey the profound spiritual values it embodies. Through a narrative approach characterized by its emotional authenticity and visually engaging nature, the "*Menemukan Damai di Watugong*" project aims to broaden the public comprehension of the monastery and further enhance its standing as a prominent destination for religious tourism.

1. **Location Permit**

In the production of *"Menemukan Damai di Watugong,"* obtaining a location permit was a crucial step due to the sacred and culturally significant status of the Buddhagaya Watugong Monastery, which served as the primary filming location. Prior to the initiation of any audiovisual projects, the researcher was obligated to formally request authorization from the monastery administration. The

request included a detailed explanation of the project objectives, the filming schedule, and the specific areas intended for shooting.

4.1.1.2 Planning

Buddhagaya Watugong Monastery holds great potential for tourism that has yet to be fully realized by the broader community. In response, a promotional video entitled *"Menemukan Damai di Watugong"* was produced. During the planning phase, a storyline, script outline and storyboard were developed. The script development was informed by empirical research findings, with a particular emphasis placed on highlighting the aesthetic appeal of the tourist destination within an engaging narrative. To facilitate the visualization process, a storyboard was developed to provide a detailed representation of each scene.

2. Storyline

Storyline is the structure of the sequence of events in a story, arranged as a series of story parts throughout a fiction (Ghifari, 2023). In context of filmmaking, storyline plays a pivotal role, serving as the foundation that shapes the narrative flow. Hanapiah and Nasir (2024) suggests that the use of interactive storytelling techniques in film has been demonstrated to have a significant impact on audience engagement, effectively transitioning viewers from passive active role as participants.

PREMIS

Seorang turis yang tersesat dan secara tidak sengaja menemukan sebuah Vihara. Seorang pemandu yang sedang memandu sekelompok wisatawan mengajaknya untuk bergabung dan berkeliling. Kemudian sang turis mulai melihat apa saja yang ada di Vihara dan kegiatan dibaliknya.

STORYLINE

Pembuka
Seorang turis bernama **(Karakter 1)**, tengah menjelajahi kota Semarang. Ia berencana mengunjungi beberapa destinasi wisata, namun karena salah naik angkutan umum ia tersesat dan berakhir di sebuah tempat sunyi dengan bangunan tinggi dan berarsitektur menarik—**Vihara Buddhagaya Watugong.**

Konflik Awal
Kebingungan, **(Karakter 1)** bertemu dengan **(Karakter 2)**, seorang pemandu lokal yang sedang memandu sekelompok wisatawan. Melihat **(Karakter 1)** tampak bingung, **(Karakter 2)** menawari bantuan dan kemudian mengajaknya ikut tur keliling vihara sebagai bagian dari promosi.

Perkembangan
Sepanjang tur, **(Karakter 1)** tampak kagum merekam suasana Vihara

Figure 4.1 Storyline

The process of creating the storyline for *"Menemukan Damai di Watugong"* originated with the primary concept that Buddhagaya Watugong Monastery possesses significant potential for spiritual and cultural tourism. This concept was then developed into a storyline that portrays the journey of a lost tourist who accidentally arrives at the monastery and gradually discovers inner peace through interactions with various elements within the monastery complex. The storyline was developed to produce a strong emotional narrative, in which viewers are introduced to physical locations and invited to experience the character inner transformation. This approach utilizes the storyline as a foundation, integrating the spiritual elements of the monastery with universally relatable personal experiences for audience.

3. Scriptwriting

According to Aristo (2017), In the context of film production, scriptwriting is a pivotal phase during the pre-production stage. It plays a vital role, serving not only as the blueprint for the film but also as a written reference that guides all individuals involved in the execution of the project. The promotional video script for "*Menemukan Damai di Watugong*" was developed through personal narrative, focusing on the introspective journey of a tourist named Alex, who discovers tranquility within the spiritual and cultural depth of the monastery.
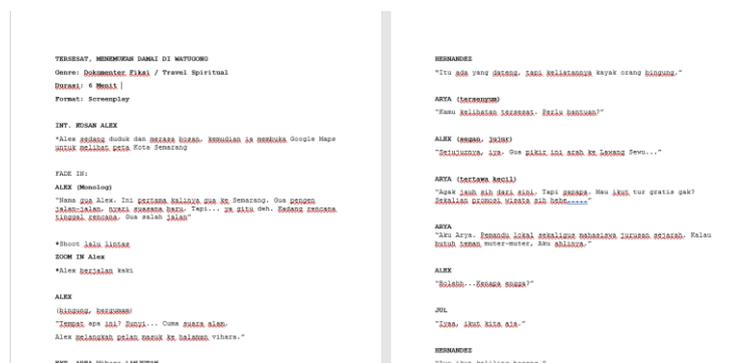

Figure 4.2 Script

In order to establish an effective storytelling flow, the narrative was structured into three segments: an opening, middle, and closing. Each segment was designed to inform and cultivate a serene, reflective mood. In order to establish an effective storytelling flow, the narrative was structured into three segments: an opening, middle, and closing. Each segment was designed to inform and cultivate a serene, reflective mood. The dialogue and narration were intentionally styled to be poetic yet comprehensible, reflecting the natural tone and language of the modern generation. Upon completion of the preliminary draft, the script underwent a series of revisions in close collaboration with the production team, the final version used as a main reference throughout the filming process.

4. Storyboard

According to Simon (2007), a storyboard is a visual representation of a production's final edited version, as imagined by the producer or director. The visual storyboard serves as a foundation for the visual narrative, providing a structured framework that organizes and directs the visual elements of the story. The storyboard plays a vital role in the production of *"Menemukan Damai di Watugong"* by serving as the visual blueprint that translates the narrative into a sequence of images. This ensures that the film conveys the intended emotional tone and reflective atmosphere. By using a storyboard to map out each scene in detail, the production team is able to plan how the character journey from being lost to finding inner peace, unfolding visually, while also highlighting key symbolic elements within the monastery complex.

Storyboard
Menemukan Damai di Watugong

Written & Directed by
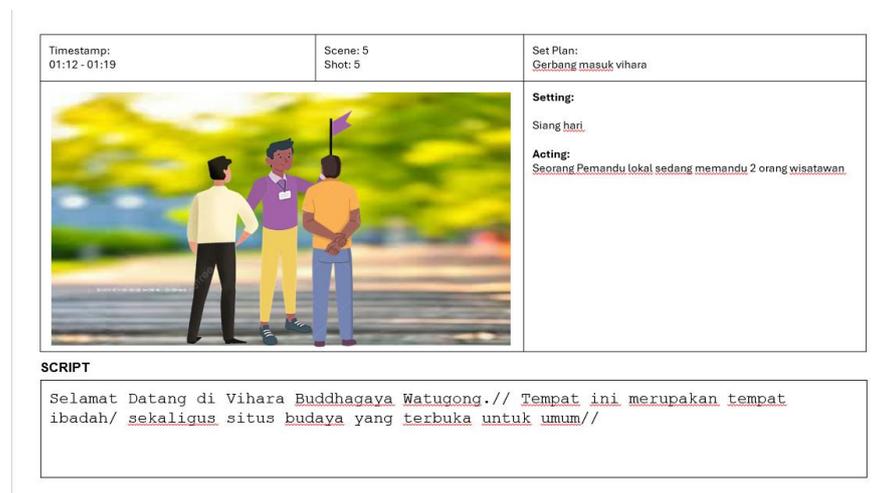Althof Ath-Thobarani and Richard Andreas Bastiaan

Figure 4.3 Storyboard Cover

Timestamp: 01:12 - 01:19	Scene: 5 Shot: 5	Set Plan: Gerbang masuk vihara

Setting:

Siang hari

Acting:

Seorang Pemandu lokal sedang memandu 2 orang wisatawan

SCRIPT

Selamat Datang di Vihara Buddhagaya Watugong.// Tempat ini merupakan tempat ibadah/ sekaligus situs budaya yang terbuka untuk umum//

Figure 4.4 Storyboard

In this study, the researcher used Microsoft PowerPoint to develop the storyboard, employing this practical and accessible tool to illustrate each scene with clarity. The final storyboard contained 32 slides, with each slide representing a pivotal moment or transition in the video. Furthermore, the storyboard functioned as a visual reference, thereby reducing confusion during the filming process.

4.1.1.3 Develop Preliminary Form of Product

An analysis of the public perception of Buddhagaya Watugong Monastery, conducted through field observations and interviews with administrators and visitors, revealed that the majority of observers associate the site predominantly

with the Pagoda Avalokitesvara. The pagoda is widely recognized as the primary icon. However, a significant number of other valuable elements within the monastery complex remain underrepresented, primarily due to the lack of proper documentation and informative media. In response to this gap, the researcher created an initial product in the form of a 6-minute promotional video titled *"Menemukan Damai di Watugong."* This video is designed to serve as a digital medium for the promotion of tourism and information, relying on a cinematic narrative to visually convey its message. The development of the video aligns with the principles of audiovisual storytelling, with a storyline inspired by field data that follows the primary character's emotional and spiritual journey as he explores the sacred areas of the monastery. This creative approach aligns with the findings of Hanapiah and Nasir (2024), who argued that dynamic narrative structures can enhance audience engagement by prompting viewers to engage actively in the interpretation of a narrative, as opposed to passively consuming it.

1. Videomaking Process

The videomaking process serves as the primary phase from the production, with a focus on shooting and audio recording in accordance with the script and storyboard that have been prepared in prior stages. In this study, the production stage was conducted at the Buddhagaya Watugong Monastery with the objective of documenting the visual elements that symbolize the spiritual, historical, and aesthetic values of the monastery.

a. Technical Preparation

Prior to the start of the shooting process, the production equipment is prepared. This includes equipment such as DSLR/mirrorless cameras, tripods, external microphones for recording ambient sound or narration. Furthermore, the production team conducts a survey of the location to select optimal shooting angles and to adjust to the conditions of natural lighting.

b. Shooting

The cinematographic approach adopted for the filming process placed significant focus on the aesthetic and atmospheric elements of visual composition. There were two following techniques employed. First, long shots to show the entire structure of the monastery, placing the characters within the architectural environment and surrounding landscape and creating a sense of spaciousness and tranquility. Second, medium and close-up shots to capture architectural details and the characters expressions

c. Voice Recording

During the filming process, the researcher also recorded monologues narrated by voice-overs using reflective and personal scripts, with the objective of developing emotional connections with the audience. These narratives were integrated with visual elements to enhance the depth of each scene.

2. Video Editing

Post-production refers to the final stage in the video production process, during which footage is edited and refined to form a cohesive narrative and visual product. In this study, post-production serves as a pivotal phase in the transformation of raw footage into a final promotional video product, prepared for dissemination as digital media to promote Buddhagaya Watugong Monastery tourism.

a. Footage Selection

The initial phase in the post-production process involves the selection of all footage captured during the production process. The researcher select the optimal video clips by evaluating various factors, including image quality, camera stability, scene alignment with the script. Following the selection of the footage, the scenes are arranged in accordance with the storyline that was designed during the pre-production stage.

Figure 4.5 Selecting Footage

b. Editing

The editing process was executed using Capcut video editing software. Editing included cutting and merging clips, adjusting the rhythm and duration of each scene, adding transitions between scenes for a smooth flow, inserting visual elements such as titles, captions, and bilingual subtitles.

Figure 4.6 Editing Process

c. Audio Processing

Audio plays a pivotal role in establishing the ambiance and emotional resonance of a video. In this stage, the following steps are taken: Synchronizing the narration (voice-over) with the visuals, cleaning the audio of noise or other disturbances, adding background music, adjusting the volume levels between audio elements (dialogue, music, background sounds) to ensure balance and avoid distracting the audience focus.

Figure 4.7 Audio Process

d. Subtitling

To ensure optimal clarity and accessibility, the narration has been accompanied by subtitles that align with the voice-over. The subtitles are configured to ensure optimal visibility and legibility for viewers.
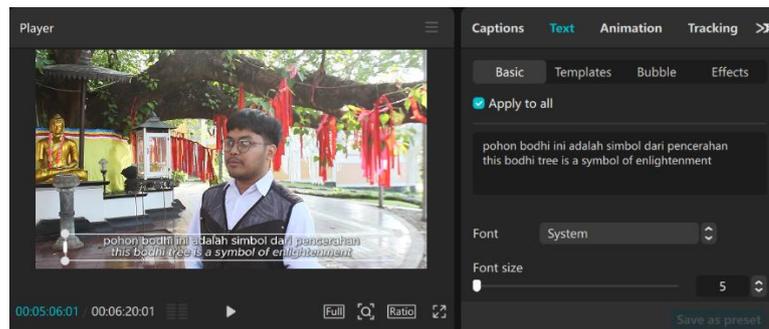

Figure 4.8 Subtitling Process

e. Color Correction & Grading

The objective of color correction is to adjust lighting, contrast, and color to achieve a natural appearance. In addition, color grading is employed to establish a particular ambiance or mood, in this case, a warm and serene tone, thereby reinforcing the spiritual and reflective nature of the video.

Figure 4.9 Coloring Process

f. Credit Scene

As the final stage of the editing process, a credit scene was integrated, featuring a list of the production team, voice actors, locations, and additional visual and audio references or sources.
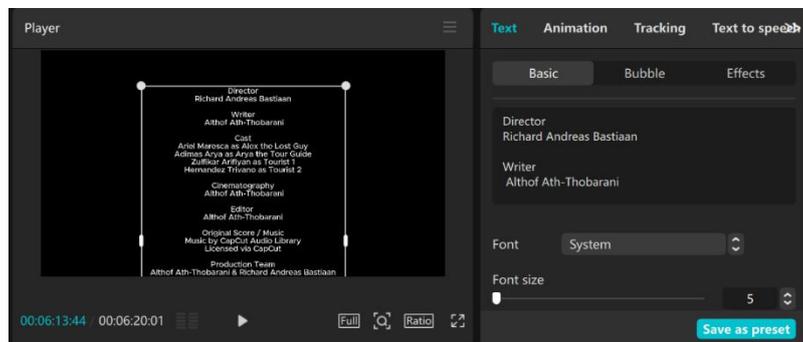

Figure 4.10 Creating Credit Scene

g. Rendering

Upon completion of the editing process, the video is rendered in a high-resolution format (Full HD or 4K) and undergoes an internal review to ensure the absence of technical or narrative errors. This stage is of crucial importance to the dissemination of the product to the validators for the purpose of obtaining their feedback.

4.1.1.4 Preliminary Field Testing

In this stage, researcher conducted preliminary field testing as an effort to validate the initial product design, namely a promotional video developed as a promotional medium for Buddhagaya Watugong Monastery tourism. The objective of this process was to evaluate the viability of the product from multiple perspectives, while identifying deficiencies that remained in the initial version prior to advancing to the final production stage. In this particular validation process, the supervising lecturer assumed the role of the validator, providing a thorough analysis, a comprehensive assessment, and actionable recommendations for enhancement, all of which were based on a detailed review of the product. Upon completion of the preliminary development and video editing stages, the product was sent to the validator in the form of an unpublished draft. This approach allowed the researcher to obtain constructive and comprehensive feedback, which was crucial for product improvement.

The validator assesses the product based on various indicators, including visual quality (images), audio quality, and the clarity of language used in the subtitles. The validation results indicate several aspects that require adjustment, including enhancing audio clarity in specific scenes and adjusting the text speed in the credit scene for improved readability. These recommendations were later employed by researcher as a benchmark during the product revision process to ensure its feasibility. Therefore, this preliminary field-testing stage is a crucial step in measuring the readiness of the initial form of the product before entering the final testing stage and publication.

Figure 4.11 Signed Validation Form

4.1.1.5 Main Product Revision

Following the conclusion of the preliminary field-testing stage and the collection of feedback from validators, the main product revision stage is undertaken. This stage was designed to refine the product based on the results of previous evaluations and feedback, with the objective of optimizing the promotional video and ensuring its suitability for wider publication. The revisions made address several significant aspects, including reducing the speed of the credit scene so that it can be read more clearly by the audience and clarifying the audio in several scenes that are not clearly audible.

Figure 4.12 Audio Clearing Process

This main product revision represents a critical step in the product development process, serving as a pivotal stage prior to the product's release. The revised version of the video is prepared for distribution testing through a questionnaire that is administered to two target groups: namely, visitors and monastery administrators. The objective of this stage is to obtain feedback on the quality of the developed product, thereby serving as evaluation material for the next phase. With the completion of the primary revision phase, the Buddhagaya Watugong Monastery promotional video is expected to function optimally as an informative and engaging tool for the promotion.

4.1.1.6 Operational Field Testing

Prior to its official release, the promotional video underwent a trial phase, during which feedback was gathered from multiple perspectives, ensuring that the video was prepared for dissemination. The evaluation of the program was divided into three crucial aspects, content, audiovisual quality, and clarity of language use. In addition, responses were collected from 3 monastery management and 29 from general public. A primary concern in this evaluation focused on the accuracy of the information provided and the selection of suitable language. The survey was administered via Google Forms, which was made available from July 3 to July 4, 2025, employing a 1-4 Likert scale to assess the respondents' perceptions. The results obtained were used as the basis for final improvements before the video was released to the public. Through the questionnaire that was distributed, 32 respondents were found with the following results.

Table 4.1 Table of Statements

No	Statements	Average	Interval
1.	The website design is visually attractive and appropriate for cultural tourism	3.68	Strongly Agree
2.	Website navigation is easy and user-friendly	3.71	Strongly Agree

3.	Information about the history, attractions, and activities of the Vihara is clear and informative	3.81	Strongly Agree
4.	The website provides enough information for planning a visit	3.71	Strongly Agree
5.	Interactive features (photo gallery, videos, maps) enhance understanding of the site	3.74	Strongly Agree
6.	Multimedia content (photos/videos) is high-quality and relevant	3.68	Strongly Agree
7.	The use of language on the website information is easy to read and well visible	3.74	Strongly Agree
8.	The subtitles are easy to read and well visible	3.77	Strongly Agree
9.	The subtitle of video are easy to understand	3.65	Strongly Agree
10.	The subtitles match the audio appropriately	3.68	Strongly Agree

All indicators received average scores above 3.60, falling into the category of "Strongly Agree," which reflects a high level of user satisfaction. These findings indicate that the final product has met the key user expectations. The operational field testing validates that the products are well-designed, informative, and effective as tools to support cultural and spiritual tourism at Buddhagaya Watugong Monastery. The highest-rated was the subtitle readability (3.77), and the effectiveness of interactive features (3.74). These results indicate that the product successfully fulfills user expectations. The field test confirmed that the digital promotional materials are suitable for public use and can serve as an effective tool

to increase awareness and interest in Buddhagaya Watugong Monastery. Furthermore, the evaluation validates the product readiness for dissemination and supports its potential role in strengthening the monastery image as a significant cultural and spiritual tourism destination in Semarang.

In addition, the survey results indicated that the majority of respondents accessed the video through recommendations from friends or relatives, followed by search engines such as Google, and social media. This finding suggests that word of mouth promotion continues to be the most effective channel for the spread of these promotional videos. Therefore, community-based and social networking approaches are highly potential strategies to be strengthened in the distribution of this digital promotional content. The promotional videos have been found to be effective in their role of promoting tourism, as evidenced by the high levels of audience satisfaction. It is suggested that these videos be used in the future as a medium for digital tourism promotion. In addition to highlighting the monastery accessibility, the videos also showcase the monastery cultural values, which contribute to its status as a prominent tourism destination in Semarang.

4.1.1.7 Final Product Revision

The Final Product Revision stage signifies the final phase of revision for the promotional video product *"Menemukan Damai di Watugong"*. This stage is succeeded by a trial process, and feedback is received from various parties. The revision process is based on the results of an evaluation of the product feasibility and quality. In this particular instance, the respondents offered valuable feedback. The respondents offered praise for the clarity of its content and its visual appeal. However, the following improvements have been proposed. For instance, the audio elements, including voice-over and background music, were revised to enhance clarity and ensure better alignment with the visual atmosphere and the spiritual values conveyed in each scene.

Figure 4.13 Before Final Revision

Figure 4.14 After Final Revision

The final revision of the audiovisual product has been met with acclaim, as it exhibits marked improvement in technical execution and the efficacy of its message. These improvements contribute to a more effective capture of the audience's attention, thereby facilitating a more comprehensive presentation of the cultural and spiritual richness of the monastery.

4.1.1.8 Disseminating and Implementing

At the final stage of the product development, researcher conducted the dissemination and implementation phase, thereby marking the completion of the R&D process. The objective of this stage was to disseminate the promotional video for Buddhagaya Watugong Monastery to a broader audience and to ensure its practical utility for the local community and tourism stakeholders. As part of the dissemination process, the promotional video was successfully uploaded to the interactive website at "*www.watugongsemarang.my.id*", making it accessible to the public and allowing potential visitors to explore the monastery digitally. Notably, the development of this website represents a new initiative, as no official website for Buddhagaya Watugong Monastery existed prior to this project. This innovation fills a significant gap in the monastery's digital presence and serves as a foundational step in promoting it through web-based media. This step was followed by the implementation phase, where researcher ensured the video was properly integrated into the website, alongside other features such as location maps, attraction descriptions, and event schedules. Functionality and user accessibility were carefully tested to guarantee a seamless and informative user experience.

In conclusion, the dissemination and implementation stage functioned as a practical application of the developed product. The dissemination of the video through digital platforms, coupled with active engagement with monastery stakeholders, is anticipated to significantly enhance public interest and strengthen the identity of Buddhagaya Watugong Monastery as a prominent tourist destination in Semarang.

4.2 Disscussion

The completion of this research and development project marks a significant step toward enhancing the visibility and cultural appreciation of Buddhagaya Watugong Monastery as a spiritual and cultural tourism destination in Semarang. Through a carefully structured Research and Development (R&D) methodology, this study has successfully produced a narrative-based promotional video entitled

"Menemukan Damai di Watugong" and integrated it into an interactive website, with the aim of strengthening public knowledge, increasing tourist interest, and promoting cultural literacy.

The project originated from the identified gap in public perception, where the monastery identity was predominantly associated with its towering Pagoda Avalokitesvara, while many other aspects of historical and spiritual value remained obscure. By adopting a cinematic storytelling approach delivered through a reflective monologue and visually immersive scenes, the video does not merely present factual information but invites the viewer into a personal journey of peace and discovery, aligning with the site's intended spiritual atmosphere.

Throughout its development, this study encountered practical challenges typical of field-based video production, such as environmental noise and scheduling coordination. These challenges, however, were effectively mitigated through adaptive strategies such as post-production sound editing and flexible filming plans. Furthermore, the final product underwent a comprehensive evaluation process including expert validation and user feedback. The results showed positive responses in terms of narrative clarity, emotional engagement, visual aesthetics, cultural content, and overall user satisfaction.

The dissemination and implementation stages further reinforced the product value and reach. The promotional video has been successfully uploaded to the official interactive website "*www.watugongsemarang.my.id*", ensuring that it can be accessed by broader audiences. Notably, dissemination data revealed that most users discovered the website through personal recommendations, followed by search engines and social media platforms. This insight highlights the importance of word of mouth and organic community engagement as key channels in promoting cultural tourism content, which should be leveraged in future distribution strategies. Importantly, this study supports and extends existing literature on the use of video in digital tourism promotion. It validates the findings of Fahrudin, Karlinah, and Agustin (2020), who emphasized the global impact of high-quality promotional

videos on tourism perception and behavior. Similarly, it complements the work of Saputri (2024), who focused on building digital storytelling capabilities at the grassroots level, and Wahyudin, Kristiadi, Utomo, Marwati, and Gulang (2021), who advocated for multimedia as a bridge to promote lesser-known local attractions. This research not only affirms the strategic importance of visual storytelling in tourism development but also contributes a practical and contextualized case study to this growing body of knowledge.

In conclusion, the development of this promotional video and its integration into a digital platform demonstrate a powerful synergy between cultural narrative, visual media, and digital accessibility. The results show that promotional content rooted in authentic storytelling and thoughtful production can meaningfully influence audience perception, foster emotional connections, and encourage exploration. Therefore, this research holds practical implications for tourism stakeholders, cultural organizations, and digital media practitioners seeking to promote heritage sites in a modern, compelling, and culturally sensitive manner. It is hoped that this project can serve as a replicable model for other cultural destinations in Indonesia and beyond, inspiring further innovation in digital-based tourism promotion.