

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

The development of the promotional video “*Menemukan Damai di Watugong*” has demonstrated the important case of utilizing audiovisual media to enhance the visibility of spiritual and cultural tourism destinations. Based on field observations and interviews, it was evident that public perception of Buddhagaya Watugong Monastery remains narrowly focused on the Pagoda Avalokitesvara, while other significant elements such as the Sanchi Gate, Bodhi Tree, and Dhammasala remain largely unnoticed. Through a structured research and development process, the video was designed with a reflective narrative and cinematic approach to evoke emotional engagement and deliver a deeper understanding of the monastery cultural richness. The integration of this video into an interactive website further supports digital accessibility and broadens the reach of promotional efforts. The video is prominently featured on the front page of the official interactive website, “[www.watugongsemarang.my.id](http://www.watugongsemarang.my.id)”, making it easily discoverable by both casual visitors and targeted audiences interested in cultural tourism. Validation and revision stages ensured the final product met both technical and communicative standards. As a result, this project not only fulfills its academic objectives but also contributes practical value by offering a concrete media tool that can assist in preserving cultural heritage and promoting spiritual tourism in Semarang. The findings affirm that creative storytelling through digital platforms holds strong potential as a strategic method for cultural communication and destination branding in the digital era.

## **5.2 Suggestion**

Based on the results and insights gained from this study, several recommendations are offered to improve the impact and long-term viability of future promotional efforts. For the management of Buddhagaya Watugong Monastery, it is recommended to continuously update and maintain the promotional video and interactive website by adding dynamic content such as upcoming events, visitor testimonials, or behind the scenes narratives, to keep the audience engaged and informed. Future researchers are encouraged to explore the use of immersive technologies such as virtual tours, augmented reality (AR), or virtual reality (VR) to provide more interactive and experiential forms of cultural tourism promotion. Expanding the content into multilingual formats could also attract international audiences interested in Buddhist heritage. In addition, support from local government and tourism agencies is essential, particularly in terms of funding, infrastructure, and collaborative promotion. Integrating this type of media into broader regional tourism campaigns would help maximize its impact and strengthen destination branding. Overall, the continuation and development of digital-based promotional media require a synergy between creative content production, technological advancement, and institutional support.