

**DEVELOPING AN INTERACTIVE WEBSITE
FOR WATUGONG MONASTERY SEMARANG
AS A CATALYST TO INCREASE TOURISM
INTEREST**



FINAL ASSIGNMENT

A Partial Fulfillment of the Requirements for the Applied Foreign
Language Bachelor Degree

Richard Andreas Bastiaan

40020521650097

**APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY**

2025

STATEMENT OF ORIGINALITY

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Name : Richard Andreas Bastiaan

SID : 40020521650097

Signature : 

Date : 24 July 2025

**APPROVAL SHEET
A FINAL PROJECT**

**DEVELOPING AN INTERACTIVE WEBSITE FOR
WATUGONG MONASTERY SEMARANG**

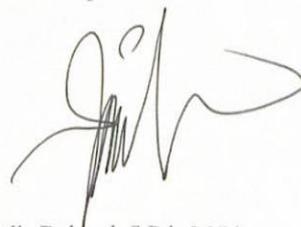
By

**Richard Andreas Bastiaan
40020521650097**

Date : July 24, 2025

Approved by

Supervisor



**Naila Rohmah S.Pd., M.Li
NIP : 198912262024062001**

ACCEPTANCE

This Final Project was submitted by :

Name : Richard Andreas Bastiaan

Student's ID Number : 40020521650097

Study Program : Applied Foreign Language

Final Project/Bachelor Thesis Title : DEVELOPING AN INTERACTIVE
WEBSITE FOR WATUGONG
MONASTERY SEMARANG AS A
CATALYST TO INCREASE TOURISM
INTEREST

This study has been examined and is acceptance for impartial fulfilment of
the requirement for the degree of Applied Foreign Languages of Vocational
College Diponegoro University

Board of Examiners:

Chairman : Naila Rohmah, S.Pd., M.Li.

()

Examiner : Aditya Nur Patria, S. Hum., M.App.Ling.

()

Examiner : Rezki Fatimah, S.S., M.Hum.

()

Semarang, 19 August 2025

Head of Applied Foreign Language Study Program



Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP. 197401032000122001

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Richard Andreas Bastiaan

ABSTRACT

Historical tourism is one of the sectors with great potential to introduce cultural values and local heritage to the public. Vihara Buddhagaya Watugong Semarang is a historical and religious tourism destination with unique architecture and high historical value, yet it still lacks sufficient digital promotion. This study aims to develop an interactive website as a promotional medium to support the dissemination of information about the monastery to a wider audience. This research uses the Research and Development (R&D) method based on the Borg and Gall model, which includes several stages such as planning, initial product development, field testing, product revision, and implementation. The result of this study is an interactive website that presents information about the history of the monastery, tourist attractions, location maps, multimedia galleries, and the latest news about its activities. This website is expected to become a digital bridge in promoting Vihara Buddhagaya Watugong as a historical tourism destination in Semarang. Through this product, access to information is expected to become broader, more user-friendly, and capable of increasing public interest in visiting the destination.

Keywords: *Vihara Buddhagaya Watugong, historical tourism, digital promotion, interactive website, Research and Development.*

ABSTRAK

Pariwisata sejarah merupakan salah satu sektor yang memiliki potensi besar dalam memperkenalkan nilai-nilai budaya dan warisan lokal kepada masyarakat. Vihara Buddhagaya Watugong Semarang merupakan salah satu destinasi wisata sejarah dan religi yang memiliki arsitektur khas dan nilai historis tinggi, namun masih minim promosi secara digital. Penelitian ini bertujuan untuk mengembangkan media promosi berbasis website interaktif guna mendukung penyebaran informasi mengenai vihara kepada masyarakat luas. Penelitian ini menggunakan metode Research and Development (R&D) model Borg and Gall, yang terdiri dari beberapa tahapan, mulai dari perencanaan, pengembangan produk awal, uji coba lapangan, hingga tahap revisi dan implementasi produk. Hasil dari penelitian ini berupa sebuah website interaktif yang berisi informasi seputar sejarah vihara, daya tarik wisata, lokasi, galeri multimedia, hingga berita kegiatan terbaru. Website ini diharapkan mampu menjadi jembatan digital dalam mendukung promosi Vihara Buddhagaya Watugong sebagai destinasi wisata sejarah di Semarang. Dengan adanya produk ini, diharapkan akses informasi menjadi lebih luas, mudah diakses, dan mampu meningkatkan minat kunjungan masyarakat terhadap destinasi tersebut.

Kata kunci: *Vihara Buddhagaya Watugong, pariwisata sejarah, promosi digital, website interaktif, Research and Development.*

LIST OF CONTENTS

APPROVAL SHEET A FINAL PROJECT	ii
ACCEPTANCE	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
ABSTRAK	vii
LIST OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
1.1 Background of Study	1
1.2 Statement of Problem	4
1.3 Research Objective	4
1.4 Significance of the Study	4
1.5 Output	5
CHAPTER II LITERATURE REVIEW	6
2.1 Digital Literacy and Digital Tourism	6
2.1.1 Digital Literacy	6
2.1.2 Digital Tourism	7
2.2 Vihara Buddhagaya Watugong Semarang	8
2.2.1 History of Vihara Buddhagaya Watugong	8
2.2.2 Vihara Buddhagaya Watugong Attractions	9
2.2.3 Potential of Vihara Buddhagaya Watugong	15
2.3 Interactive Website Development	15
2.3.1 Definition of Website	16
2.3.2 HTML	17
2.3.3 Use of UI/UX for Website	17
2.3.4 Web Hosting	18
2.3.5 SEO (Search Engine Optimization)	18

2.4 Advantages and Disadvantages of Website	19
2.5 Previous Studies	20
CHAPTER III RESEARCH DESIGN	22
3.1 Method of the Study	22
3.2 Research and Development Method	22
3.2.1 Research and Information Collecting	24
3.2.2 Planning	26
3.2.3 Develop Preliminary Form of Product	26
3.2.4 Preliminary Field Testing	26
3.2.5 Main Product Revision	28
3.2.6 Operational Field Testing	29
3.2.7 Final Product Revision	32
3.2.8 Disseminating and Implementing	33
3.3 Timeline	33
3.4 Budget and Costing	35
3.5 Task Divison	35
CHAPTER IV RESULTS AND DISCUSSION	37
4.1 Results	37
4.1.1 Development Process	38
4.2 Discussion	60
CHAPTER V CONCLUSION & SUGGESTION	63
5.1 Conclusion	63
5.2 Suggestion	63
REFERENCES	66
APPENDINCES	69

LIST OF TABLES

<i>Table 3.1 Expertise Criteria</i>	27
<i>Table 3.2 List of Statement in the Questionnaire</i>	30
<i>Table 3.3 Likert Score Levels</i>	32
<i>Table 3.4 Assesment Criteria</i>	32
<i>Table 3.5 Schedule Planning</i>	34
<i>Table 3.6 Budget and Costing</i>	35
<i>Table 4.1 Table of Statements</i>	55

LIST OF FIGURES

<i>Figure 3.1 Research and Development Borg and Gall (1983)</i>	23
<i>Figure 3.2 Borg and Gall 1983</i>	23
<i>Figure 3.3 Validation Form</i>	28
<i>Figure 4.1 Home Page of Vihara Watugong</i>	46
<i>Figure 4.2 Profile Page of Vihara Watugong</i>	47
<i>Figure 4.3 Attraction Page of Vihara Watugong</i>	47
<i>Figure 4.4 News Page of Vihara Watugong</i>	48
<i>Figure 4.5 Contact Page of Vihara Watugong</i>	49
<i>Figure 4.6 Validation Form</i>	52
<i>Figure 4.7 Increase Word for Attraction Page</i>	53
<i>Figure 4.8 Flower Effects for Home Page</i>	54
<i>Figure 4.9 Video “Menemukan Damai di Watugong” on Home Page</i>	54
<i>Figure 4.10 Before Final Revision</i>	58
<i>Figure 4.11 After Final Revision</i>	58