

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

Based on the results of the research and development process that has been carried out, it can be concluded that the development of an interactive website as a promotional media for Buddhagaya Watugong Monastery was successfully carried out through the Research and Development (R&D) method approach. This website presents complete information about the history, tourist attractions, activities, and audiovisual visualisations that are able to provide a comprehensive digital experience for visitors.

The website was designed with responsive and user-friendly UI/UX principles in mind, and includes important features such as location maps, photo galleries, short videos, and the latest news articles. Through various stages of testing and revision, this website has obtained satisfactory results from respondents with an average score of above 3.25 on the Likert scale, indicating that this website is considered very feasible as a digital promotional media.

In addition, the existence of this website is also expected to be a reference and reference for the development of other digital promotional media, especially in the field of historical and religious tourism which still lacks the touch of technology. By providing a structured and easily accessible information platform, this product not only serves as a promotional tool within a period of 2 years, but also as a sustainable contribution in cultural preservation and increasing digital literacy of the community.

5.2 Suggestion

The development of this website is a response to the lack of digital information media that specifically promotes Watugong Buddhagaya Monastery as a historical and religious tourist destination. The main challenge faced in this

process was the lack of previous digital references that could be used as a reference, as well as the need to present information in bilingual, using Indonesian and English in order to reach domestic and foreign tourists.

The audiovisual production process, including the creation of the short video “*Menemukan Damai di Watugong*”, faced technical obstacles such as environmental noise during shooting. However, this was overcome through retakes at more conducive times and audio repair techniques during the editing process. The video narration was emotionally structured to strengthen the connection between the audience and the peaceful atmosphere of the monastery.

During the website development process, technical obstacles encountered included hosting arrangements, implementing a consistent design across devices, and adapting the display for bilingual content. Testing was conducted regularly to ensure all features were optimised. In addition, feedback from validators and users became the basis for making final revisions, such as adding the latest photos, improving the menu structure, and presenting more detailed and easy-to-understand information.

The website was officially released on 29 June 2025, as the final result of the development and dissemination process. It is hoped that this website can become a bridge of information as well as an effective digital promotional medium for Watugong Buddhagaya Monastery to reach a wide audience and increase tourist interest in knowing the history and richness of Buddhist culture in Semarang.

For future research, it is recommended to further develop the interactive website by integrating more advanced features, such as multilingual support to reach a broader audience, chatbot-based virtual assistance for real-time information, and more dynamic content such as visitor testimonials or integrated event calendars. These features can enhance user experience and increase engagement, especially for tourists from diverse backgrounds.

It is also suggested that future researchers explore the use of social media integration and analytics tools, such as Google Analytics or SEO optimization plugins, to measure user behavior and improve the website's reach and performance. This would support a more data-driven strategy in promoting historical tourism destinations.

Moreover, collaboration with local tourism boards or cultural institutions can also be considered in future development, to ensure the content remains updated, accurate, and impactful in promoting the historical and cultural values of Vihara Buddhagaya Watugong or similar heritage sites.