

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study successfully developed a documentary video entitled *Voices Between Screens* as an educational medium for introducing the profession of Audiovisual Translation (AVT). The development process followed an adapted Research and Development (R&D) model consisting of needs analysis, planning, product development, expert validation, revision, field testing, and dissemination.

The needs analysis involving 33 students from the Applied Foreign Languages Program at Universitas Diponegoro revealed that awareness of the AVT profession was still limited. However, the respondents expressed strong interest in learning more about the profession and indicated the need for educational media that could provide accessible information about AVT careers.

Based on these findings, the documentary was produced through a structured process involving pre-production, production, and post-production stages. The documentary incorporated interviews with AVT practitioners, supporting footage, narration, and subtitles to present information about the profession in a clear and engaging manner.

The documentary was then evaluated through expert validation and Main Field Testing involving 35 students from the Applied Foreign Languages Program. The evaluation results produced an average score of 3.6, which falls within the “Strongly Agree” category, indicating positive audience perceptions regarding the documentary’s clarity, relevance, and effectiveness.

Overall, the findings indicate that *Voices Between Screens* successfully achieved its objective of increasing audience understanding of the AVT profession. The documentary effectively introduced the roles, responsibilities, skills, challenges, and career opportunities associated with AVT, demonstrating its potential as an educational tool for raising awareness of the profession.

5.2 Suggestion

Based on the findings of this study, several recommendations can be considered for future product creation and further research. First, future studies could expand the scope of educational materials on Audiovisual Translation by involving a wider range of practitioners from various specializations within the field, such as dubbing artists and game localization specialists, so that the information presented can be more comprehensive and representative of the full breadth of the AVT profession. In line with this, educational media on AVT can also be created in alternative formats, such as documentary series, podcasts, or interactive digital platforms, in order to reach a more diverse audience and encourage greater levels of user engagement with the subject matter.

Further research could also measure the effectiveness of documentary-based educational media more rigorously by incorporating experimental methods such as pre-tests and post-tests, allowing improvements in audience understanding to be assessed and quantified in a more systematic and measurable way. In addition, the Applied Foreign Languages Program at Universitas Diponegoro is encouraged to utilize the documentary video "Voices Between Screens" as a supplementary learning resource in translation-related courses, as a tool for program promotion, and as a medium for introducing the AVT profession to both students and members of the general public who may not yet be familiar with it.

Finally, given that the audiovisual industry continues to evolve rapidly alongside advancements in technology and artificial intelligence, as also highlighted by the practitioners interviewed in this documentary, periodic updates to the content of the documentary will be necessary to ensure that the information it presents remains accurate, current, and relevant to the ongoing developments within the audiovisual translation industry.