

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

This research successfully produced a short film titled “*Welas Asih Di Tengah Perbedaan*” as a promotional tool for religious tourism destinations in Greater Semarang. The film development process was conducted using the Research and Development (R&D) method, which follows the simplified eight-stage Borg and Gall (1983) model, ranging from information gathering, planning, initial product development, validation, revision, field testing, final product revision, to dissemination and implementation. Through this process, the researchers successfully developed an audiovisual product showcasing four religious tourism destinations: the Avalokitesvara Pagoda, the Assafinatun Najah Ship Mosque, the Achmad Bin Adenan Mosque, and the Kerep Ambarawa Cave. This film serves not only as a tourism promotional tool but also conveys messages about tolerance, diversity, and harmonious interfaith coexistence in the city of Semarang.

Validation and testing results indicate that the developed short film received positive feedback from respondents. Viewers noted that the information presented was easy to understand, the visuals were engaging, and the messages conveyed in the film were well-received. The inclusion of English subtitles also helped expand the audience reach, allowing the film to be enjoyed by international tourists. Based on the research findings, it can be concluded that short films are an effective promotional medium for introducing religious tourism destinations to the public. The combination of visual elements, narrative, cinematography, and the delivery of cultural messages enhances the destination’s appeal while providing an informative and meaningful viewing experience.

5.2 Suggestions

Based on the results of this study, future researchers are encouraged to develop more diverse and innovative audiovisual promotional media for various tourism sectors, including cultural, historical, educational, and nature-based tourism. Future research could involve a larger and more diverse group of

respondents to gain broader insights into the effectiveness of promotional films. Additionally, the use of evaluation indicators such as audience engagement levels, view counts, viewing duration, and tourists' visit intentions can provide more comprehensive findings. For tourism destination managers and content creators, short films can be utilized as a sustainable digital promotional strategy that not only showcases a destination's visual appeal but also communicates its cultural values, history, and unique stories. Additionally, improvements in cinematography, production technology, storytelling, and information presentation are recommended to enhance the quality and effectiveness of promotional films in reaching a wider audience and increasing interest in visiting tourist destinations at both the national and international levels.