

CHAPTER IV

RESULT & DISCUSSION

4.1 Results

This chapter presents the results of the study. This section explains the Research and Development by Borg and Gall (1983) which is the eight steps of the Research and Development Model. The eight steps are Research and Information Collecting, Planning, Developing the Preliminary Form of the Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and the last step is Dissemination and Implementation. The entire research process is a collaboration with the fellow researcher, Azhara Putri Dwi Maharani. The results are presented sequentially, from the first step to the eighth step, in accordance with the flowchart below.

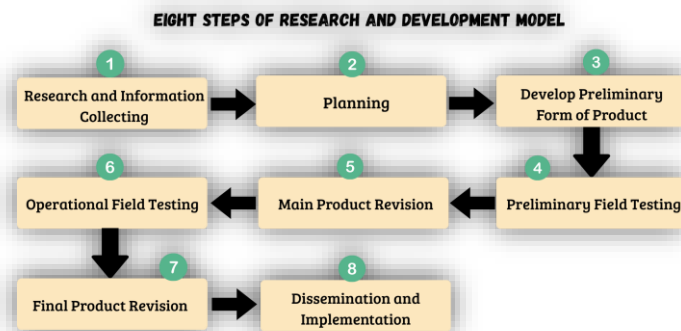


Figure 4.1 Eight Steps of the Borg and Gall development model

The researcher created an Interactive Video entitled “A Hidden Paradise Around Yogyakarta International Airport” used Research and Development by Borg and Gall (1983) that already modified into eight step following Sukmadinata (2016) model as in Figure 4.1 above. The results of eight steps of Research and Development in this research were explained as follows:

4.1.1 Research and Information Collecting

Result and Information Collecting is the first step from this research. The information and data from articles, journals, the previous studies and also doing observation, interview and documentation. The explanation regarding the three was explained as follows:

1. Observation

The observation that was made on May 11, 2026, started around 09.00 WIB at Pantai Glagah and Pantai Congot. The observation was given the researcher results in determine the route to be chosen in the video, then the road benchmark that was given as additional information in the video, then can find out the root problems that occurred in the lack of tourism promotion and also added the latest information related to Pantai Glagah and Pantai Congot. The results revealed that there were several travel routes from the airport to the destination. Based on distance and road conditions, the route via the Yogyakarta International Airport underpass was selected because it was closer to the airport and the road was in good condition with no potholes. Besides that, the underpass was one of the longest underpasses in Indonesia especially in *Jalur Lintas Selatan* or *Jalan Pantai Selatan (Pansela)*.

Yogyakarta International Airport underpass has several elements of local culture featured here, such as paintings depicting *Jathilan*, one of a traditional Yogya performance also known as *Jaran Kepang* or *Kuda Lumping*. The paintings were along the tunnel walls. Beside that, there was a painting of a *barongan*; the barongan is the main symbol of *Jathilan*, at the entrance to the underpass.

2. Interview

The interview on May 11, 2026, started around 09.00 WIB with Mr. Sapto at the Pantai Glagah entrance gate. Mr. Sapto was an employee at the ticket booth. The interview used a semi-structured interview, there was, an interview conducted without fully following the questions that have been prepared, so that the questions asked are adjusted according to the answers

and responses of the interviewee. Mr. Sapto was given information about Pantai Glagah and Pantai Congot,, how to reach them by transportation, the history of Glagah Village, and also *Jalan Pantai Selatan (Pansela)*, and the operational schedule.

Mr. Sapto says, “Pantai Glagah is not yet well known among domestic or international tourists because the access road is not yet passable by large buses carrying tour groups. The Pantai Glagah suffers from a lack of promotion and is less well known than the more famous beaches in Gunung Kidul Regency, and improvements to facilities and tourism promotion should be carried out simultaneously”. Based on an interview with Mr. Sapto, the researchers can conclude that there were a lack of media outlets to promote, introduce, and provide information to tourists. Because of that, the researchers chose to create an interactive video for promoting Pantai Glagah and Pantai Congot. After interviewing Mr. Sapto, the researchers conducted documentation with Mr. Sapto and several other officers.



Figure 4.2 Interview with Mr. Sapto

Source: Personal Document

3. Documentation

Documentation was carried out to ensure the accuracy of the data collection process and to serve as evidence in this study. In addition, in this study, documentation was carried out as one of the steps in the product development process. Documentation was carried out using an iPhone 13 camera. Documentation includes taking photos and videos; the focus of the documentation is the route from Yogyakarta International Airport to Pantai Glagah and Pantai Congot. The documentation was carried out from May 11 to 13, 2026, and the second documentation was carried out on June 08, 2026, to take some photos and a short video for personal documentation. The device used for documentation was an iPhone 13 camera, supported by a tripod for photos and videos that required shooting from a distance.

4.1.2 Planning

This stage involved creating a video concept, starting with the development of a storyboard and script. The duration of the video was 10 minutes and 28 seconds, and it showed the route from Yogyakarta International Airport to Pantai Glagah and Pantai Congot, highlighting the facilities, admission fee, recommended local dishes, and the view of the beach. This video was created with an interactive language to capture the audience's interest. It begins with a cheerful greeting to spark the audience's enthusiasm to watch the video.

The next segment featured Yogyakarta International Airport, highlighting the beautiful tourist attractions located near the airport. In addition, the tour route begins at the exit gate of Yogyakarta International Airport to Pantai Glagah and Pantai Congot. After explaining the route and landmarks, as the video enters the beach area, it feels like exploring a new place, showing every corner of the beach from the entrance gate and beyond. It highlights the available facilities, scenery, and beach atmosphere. Next, there was one place recommended for Gen Z because of its aesthetic and highly Instagrammable location.

At the end of the video, a persuasive call to action was used to encourage viewers to visit the tourism destination. Credits were included to acknowledge the

video's creators and sources. The video featured narration in Indonesian, with some Javanese and English translations provided. The details were explained below based on the tasks of the researchers, including:

1. Created a Script

The script used in the video is Indonesian by interactive and persuasive sentences, and used additional explanations, especially in some aspects that need to be given information, for example facts related to the Yogyakarta International Airport underpass. Then in writing this script using the Google Document application. Here is a view from google docs:

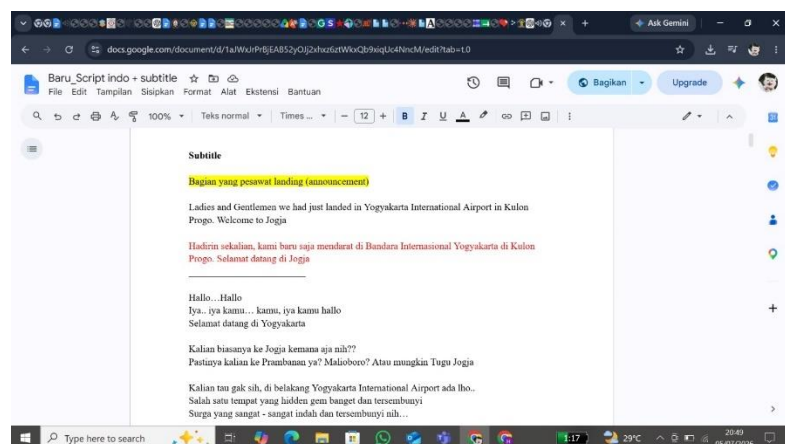


Figure 4.3 Creating a Script with Google Document

2. Created a Storyboard

Creating a video storyboard by raised the theme of an interactive video with the aim of tourism promotion, applied the concept of an interactive video used casual, polite, and responsive language. The storyboard used as a guide in made the video, so it was very important in its creation. The storyboard, with a video duration of 10 minutes 28 second, highlights the travel route from Yogyakarta International Airport to Pantai Glagah and Pantai Congot, then the availability of existed facilities, the beauty of the beaches, and recommended cafes. The creation of this storyboard

used the Canva application. The following was a view of the “canva” application in creating storyboards.

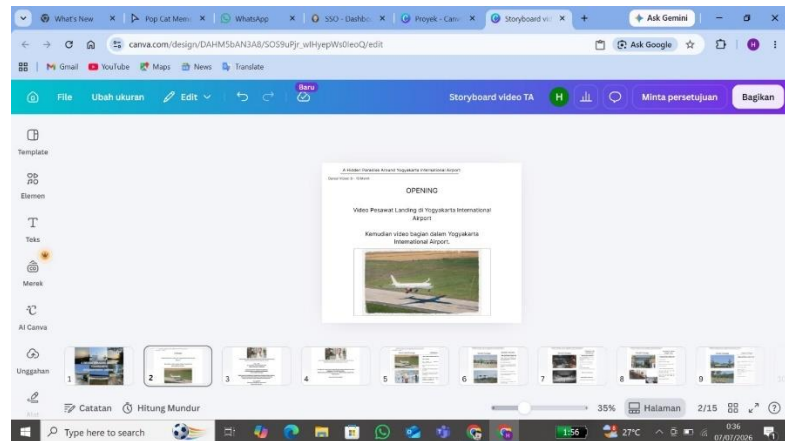


Figure 4.4 Creating a Storyboard with Canva

3. Creating a Subtitles

Made video subtitles used Indonesian to English with the helped of manual correction and further explanation as in the word "QRIS" which must be explained further. In addition, other words such as "mendoan" explained what kind of food. This translation used the online dictionary application DeepL.

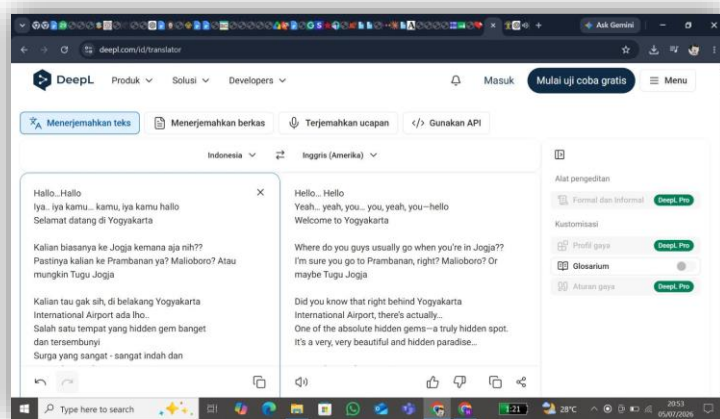


Figure 4.5 Creating a Subtitles with DeepL

4. Recording the Voice Over

Voice over used Indonesian with clear intonation, tone, and articulation so that the video can be understood and was attractive to watch. Voice over was added as an explanation in the video when described the travel route along with the road landmarks. In addition, the presenceded of voice over can help make it easier for viewers to received the information presented in the video.

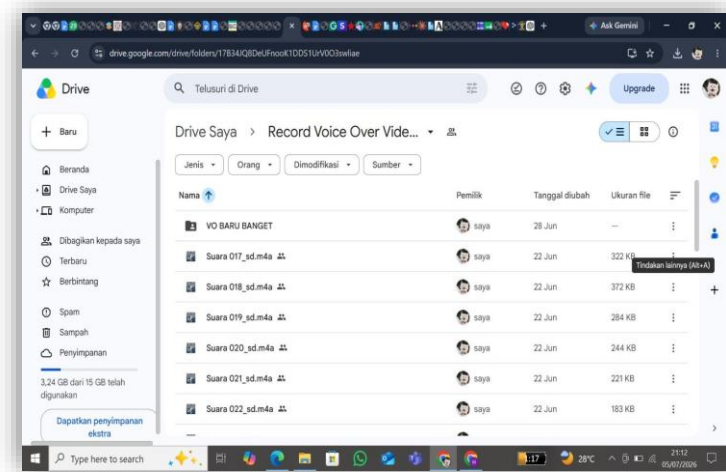


Figure 4.6 Recording the Voice Over

5. Designed a Thumbnail Youtube Display

Made a thumbnails or front covers of videos on youtube channels can helped video more attractive and neat look when uploaded to youtube channels. The creation used the canva application with the theme of roll film and the photos taken while done research.

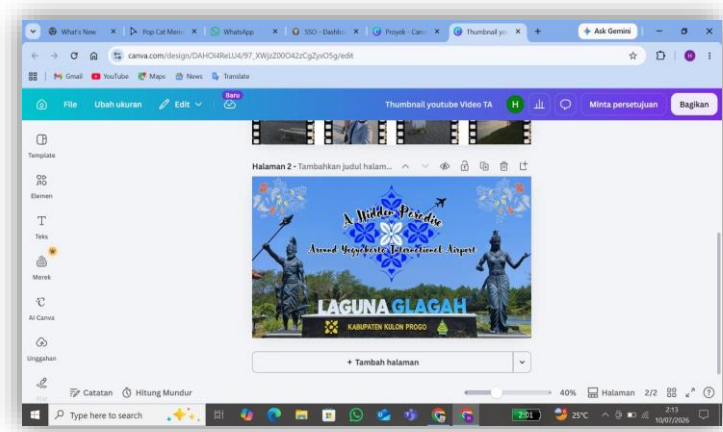


Figure 4.7 Design a Thumbnail Youtube Display

6. Prepared for Shooting Video as a Cast

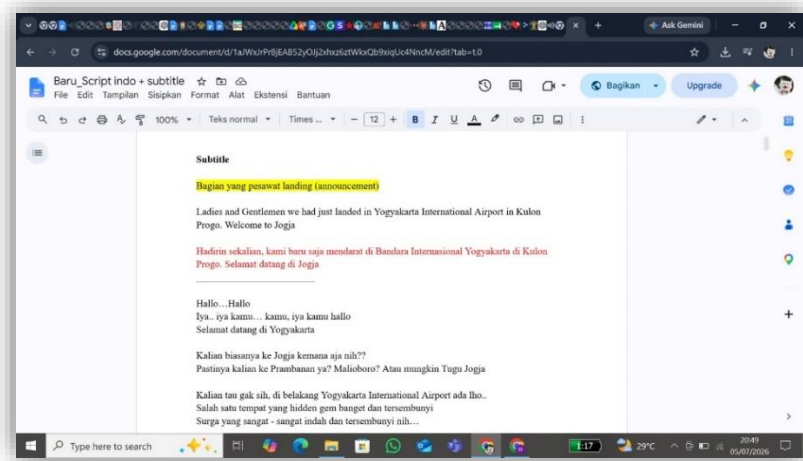
As one of the actors in the video, appearance was the most important aspect because the video viewed by the general audience. This appearance included the clothing worn, which was a batik shirt reflecting Jogja's culture, and makeup or facial adornment assisted by the research partner, Azhara Putri Dwi Maharani.

4.1.3 Develop Preliminary Form of Product

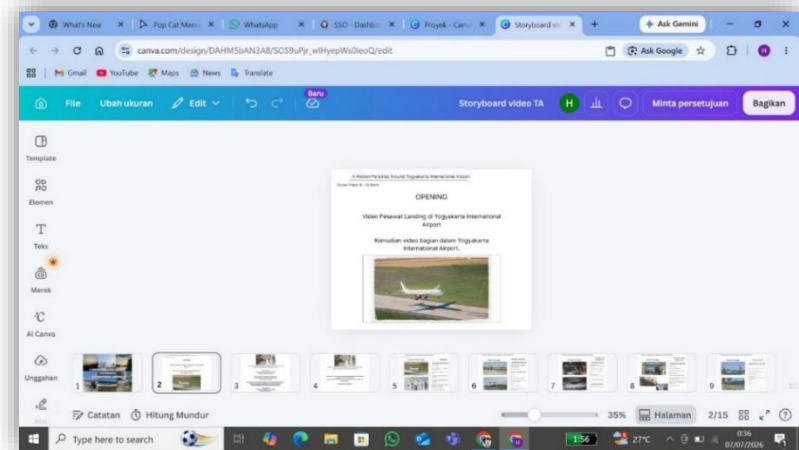
Develop Preliminary Form of Product is a step for creating an interactive video or video production process. This stage divided into three parts, namely pre-production, production and post production. Explained as below:

1. Pre-Production

In pre-production stage was a stage for preparation before shooting the video, the researcher conducted several activities, namely created a script, storyboard and shooting schedule. This stage was preparation before shooting a video. The researcher has done the task in this stage, such as script creation based on the selected video concept, using the Indonesian language. This location was chosen based on the results of the problems that had been taken at the beginning before making the video.



4.3 create a script



4.4 create a storyboard

2. Production

In this production stage or video shooting, the role of the researcher is as a performer in the initial video or opening part, presenting news or a program. This stage requires a considerable amount of time due to multiple repetitions in video shooting, which are caused by several factors such as forgetting the script, technical disturbances during the recording process, and disruptions from noisy sounds.

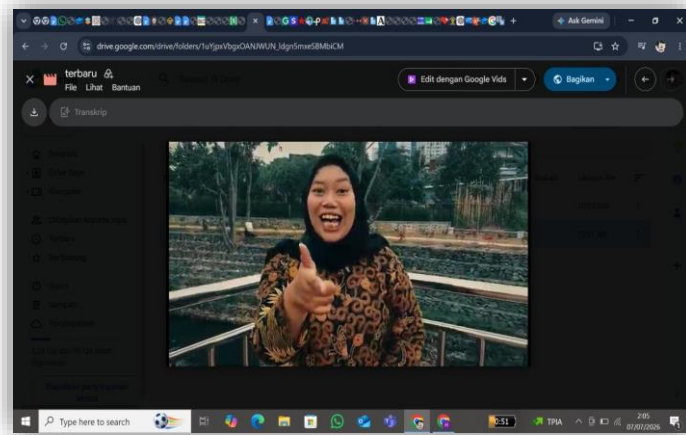


Figure 4.8 Cast in Production

3. Post Production

The stage after shooting the video, Post production were create subtitled, voice recording for voice-over, and design a thumbnail for Youtube cover display. sound recording with the help of a voice recorder application on the phone. Do this recording to be used as a voice over in the video. The use of interactive language and intonation that invites help the audience receive the information contained in the video. The importance of articulation in each word and sentence is as important as the selection of intonation or tone used. Proper and correct articulation help viewers understand the information contained in the video.

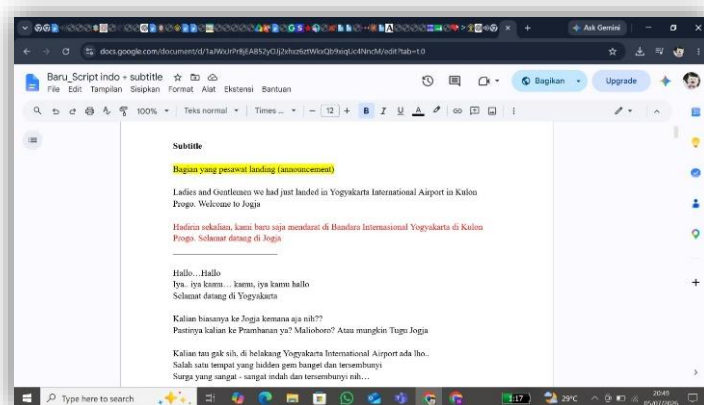


Figure 4. create a subtitle

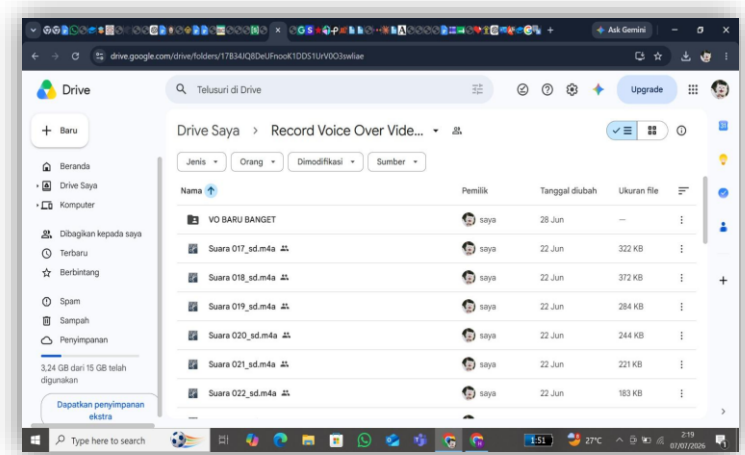


Figure 4.9 Voice Over in Post Production

4.1.4 Preliminary Field Testing

After the video has been produced and edited, the next stage is the assessment by the supervising lecturer regarding the quality of the video. As a result from Chapter 3, this stage include the results of the validation form that has been filled out by the supervising lecturer concerning the quality of the video. The completion of the validation form was carried out on July 3, 2026, and signed by the supervising lecturer. Below are the attachments of the completed validation form.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertanda tangan di bawah ini:

Nama : Rezki Fatimah, S.S., M.Hum.
NIP : 199602102024062001
Prodi : Bahasa Asing Terapan

Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Hadaryas Hayyu Aqilah
NIM : 40020522650079
Prodi : Bahasa Asing Terapan
Judul TA : DESIGN AN INTERACTIVE SCRIPT FOR TOURISM
DESTINATION AROUND YOGYAKARTA
INTERNATIONAL AIRPORT FOR SHORT TRIP

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

☐	Layak digunakan tanpa revisi
☒	Layak digunakan dengan revisi sesuai aturan
☐	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 03 Juli 2026

Validator,

Rezki Fatimah, S.S., M.Hum.
NIP. 199602102024062001

Catatan:

Pengisian Kotom diberi tanda (✓)

**Form of Validation Product
The Hidden Paradise Around Yogyakarta International Airport**

Validator: Rezki Fatimah, S.S., M.Hum.
Date: 03 Juli 2026

Material Expert Validation

Please checklist one of the selected answer (✓)

1. Is the tourist destinations appropriate for introduction and promotion to tourists?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
2. Is the storyline presented easy to understand?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
3. Is the material presented relevant for promotional video?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
4. Is the language used in the video interactive, communicative and informative for the audience?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
5. Is the interactive video can attract the audience for going to Pantai Glagah and Pantai Congot after watching the video?	☐ Not Suitable	☐ Fairly Suitable	☐ Suitable	☒ Very Suitable
6. Does the tone of the voice over match the video shown?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
7. Is the back sound of video appropriate for introducing a tourist destination especially in Kulon progo?	☐ Not Suitable	☒ Fairly Suitable	☐ Suitable	☐ Very Suitable
8. Is the sentences in the subtitles adequately explain the video?	☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable

9. Is there any additional information that should be added to make the video more interactive and informative? If yes, please explain.
- Add more pictures for introducing the beach
- Check the subtitle, you can use Deep for translating the data.

10. Criticism and suggestion
- Please revise the video, especially the material to make the quality of video be better

Form of Validation Product
The Hidden Paradise Around Yogyakarta International Airport

Validator: Rezki Fatimah, S.S., M.Hum.
Date: 08 Juli 2026

Media Expert Validation

Please checklist one of the selected answer (✓)

- Is the visual appearance of the interactive video appropriate?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Are the colors, text images, and layout used appropriately?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Is the audio quality clear and easy to understand?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Are the transitions and flow of the video smooth and understandable?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Is the duration of the video appropriate and not excessive?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Is the overall interactive video display suitable for the target audience?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Does the interactive video can support the delivery of information effectively?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Is the interactive video of "The Hidden Paradise Around Yogyakarta International Airport" can to be used as a promotional video?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
- Is there any additional information that should be added to make the video more interactive and informative? If yes, please explain.
add the volume of voice over
- Criticism and suggestion

Figure 4.10 The Result of Validation Form

In accordance with the results of the validation form listed above, it is stated that this interactive video is "Proper to use with revisions according to the rules". So there revisions related to the video based on criticism and suggestions and things that need to be added to the video. The feedback from the validation form such as, increase a volume of voice over, add the subtitle and translating with DeepL, and others.

4.1.5 Main Product Revision

The next stage is to make revisions based on the criticisms and suggestions from the supervising lecturer that are listed in the validation form. There are several things that need to be added to the video, namely photos of beaches, as well as revisions to the words used in the subtitles. Furthermore, the volume of the voice-over needs to be improved. These revisions are carried out to prepare the video to be better and ready before it is subsequently tested further on several respondents.

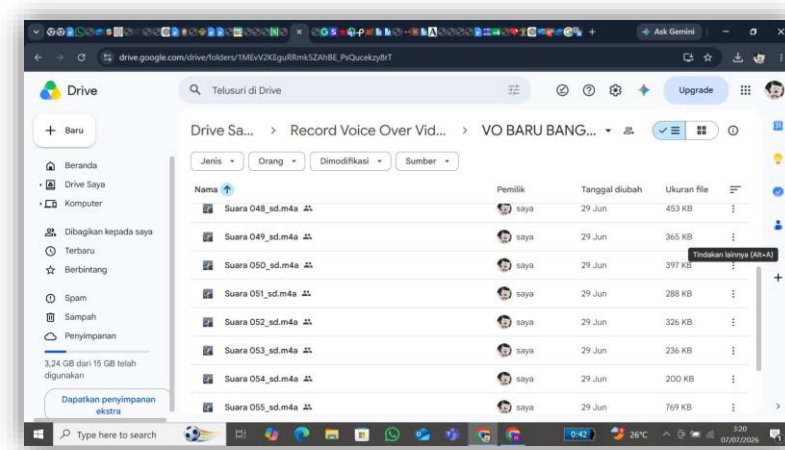


Figure 4.11 The Revision of Voice Over

4.1.6 Operational Field Testing

After making revisions based on criticism and suggestions from the validation form, the next stage is deeper testing to some respondents. This stage uses a questionnaire that has been distributed online on July 03, 2026, targeting respondents who are generally from all ages and cities in Indonesia. After distributing the questionnaire, the number of respondents who have been collected amounted to 45 peoples. The results obtained from the questionnaire explained in more detail as follows:

Tabel 4.1 List of Statement

No	Statement
1	Do you know of pantai Glagah and pantai Congot?
2	After watching the video, do you think the video is effective for promotion?
3	Does the video help provide information about tourist attractions?
4	Is the language used interactive in promoting the Pantai Glagah and Pantai Congot?

- 5 Does the subtitle suitable for promote the Pantai Glagah and Pantai Congot?
-
- 6 After watching the video, are you interested in visiting Pantai Glagah and Pantai Congot?
-
- 7 What are your suggestions and criticisms for the video? (Image quality, sound, information)
-

In the first question, it is known that of the 45 respondents, there are 22 respondents do not know the location of Pantai Glagah and Pantai Congot, while 23 others already know Pantai Glagah and Pantai Congot. Attached to the following diagram results.

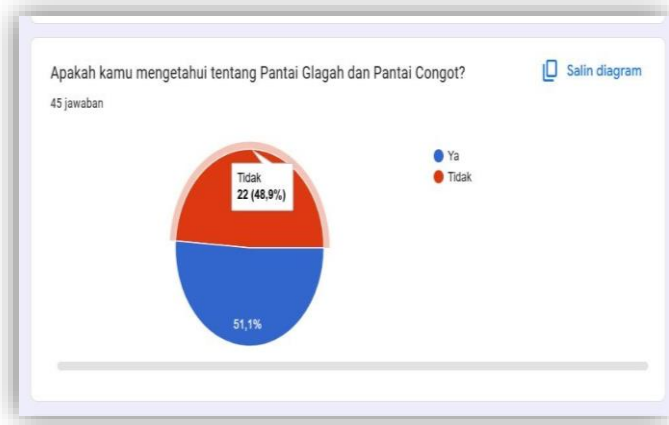


Figure 4.12 Diagram of Statement 1

Then the second question showed that 43 respondents said that the video was interesting so it is suitable as a media for tourism promotion. Especially Pantai Glagah and Pantai Congot. Attached to the following diagram results.



Figure 4.13 Diagram of Statement 2

Furthermore, questions 3, 4 and 5 of the 45 respondents all agreed that the quality of the video has provided fairly complete information related to Pantai Glagah and Pantai Congot. Then the use of the language used is interactive in promoting tourist attractions and the use of subtitles is in accordance with the language used in promoting tourist attractions. So that from the three statements it is concluded that the video that has been made already has information, the use of language and subtitles that are appropriate. Attached to the following diagram results.



Figure 4.14 Diagram of Statement 3



Figure 4.15 Diagram of Statement 4



Figure 4.16 Diagram of Statement 5

The sixth question revealed that of the 45 respondents, 43 of them were interested in visiting Pantai Glagah and Pantai Congot, after watching the video "Hidden Paradise around Yogyakarta International Airport". So it can be concluded that this video has achieved its goal in promoting, providing information and introducing Pantai Glagah and Pantai Congot.



Figure 4.17 Diagram of Statement 6

The final part is criticism and suggestions regarding the video in terms of visuals, audio, and information. There were several criticisms and suggestions from some respondents concerning the fluctuating quality of the voice-over audio, the use of repetitive words, the video being too dark, and the video duration being too long, which made it boring.

Apa saran dan kritik tentang video tersebut? (Kualitas gambar, suara, informasi)

45 jawaban

Bagus kualitas gambar suara sangat informastif untuk kaum anak muda maupun orang tua

very nice very good very well

1. Durasi video terlalu panjang untuk di jadikan video promosi, mungkin bisa dipersingkat menjadi 3-5 menit agar penonton tidak bosan
2. Untuk informasi yg disampaikan sudah cukup bagus dan lengkap
3. Tonjolkan lagi potensiP dari tempat tersebut kenapa harus dikunjungi (menurut saya masih terlalu banyak area jalan yg di tunjukkan)
4. Menurut saya pribadi grading color dari videonya agak terlalu gelap (kurang cerah)
5. Mungkin bisa dibuat alur cerita agar lebih menarik lagi (bisa jadi bahan referensi <https://youtu.be/aAFPEsjs6l0?si=te37JDo34rlNxrJP>)

Pengambilan gambar video cukup baik

Sebaiknya kecerahan gambarnya bisa di tingkatkan lagi. Selebihnya sudah bagus terimakasih

Figure 4.18 The result of Criticism and Suggestions

The results of the questionnaire will be used as evaluation material for the final revision stage before the video is uploaded to the youtube page. So that this questionnaire has a considerable influence in the improvement of video.

4.1.7 Final Product Revision

This stage is the last revision stage before the video is uploaded to youtube. There are revisions related to voice over that feel lost arising, voice recording is done using the help of earphones and directly recorded in the video editing application.

4.1.8 Dissemination and Implementation

The final stage is upload the interactive video in Youtube channel of *Bahasa Asing Terapan SV UNDIP*. The video has been uploaded at July 07, 2026 in Youtube Channel of *Bahasa Asing Terapan SV UNDIP*.

4.2 Discussion

This research discusses an interactive video aimed at using the medium to promote tourism. The interactive video titled "A Hidden Paradise Around Yogyakarta International Airport" uses interactive, polite, and informative language. This video was made using the Research and Development model by Borg and Gall (1983), simplified into eight steps. These steps are research and information collection. This step is data collection through interviews, observation, and documentation. This stage comes first, before product creation, and involves collecting data and information, conducting literature reviews as references for product development, and identifying differences or research gaps before conducting the research. The second step is planning; this step involves planning for the product, such as creating the video concept, script, and storyboard. The video concept is to promote, brand, and provide information about Pantai Glagah and Pantai Congot through an interactive video. Developing the preliminary form of the product is the main step in this research, involving the video production process; the video production has a cast. Preliminary Field Testing: the first testing of the product with the supervising lecturer using a validation form. The results from the validation form about the product: the video quality is already good, but revisions are needed in the voice-over section, as the volume is too low and the sound intermittently disappears. Main Product Revision: this step involves revising based

on the validation form; the voice-over volume is too low. Next step, Operational Field Testing: the second testing with a wide scale using a questionnaire; the total number of respondents is 45 people, and the respondents give suggestions and criticism about the quality of the video. The Final Product Revision: this step is the last revision based on respondents' answers from the questionnaire before the product goes public, and the last step is Dissemination and Implementation; this step is done by uploading the video to YouTube.

The product uses questionnaires as one method to test it on a larger scale. These questionnaires are analyzed using descriptive methods. The descriptive method is research conducted to describe independent variables, whether it is only one variable or more (variables that stand alone), without making comparisons or examining variables with one another (Sugiyono, 2018). Based on the results of the questionnaire given to 45 respondents, all respondents agreed that the video is adequate to meet its intended purpose as a promotional medium that introduces and provides information about Pantai Glagah and Pantai Congot.

The study titled "Creating a Promotional Video for Patiayam Archeological Site Museum to Increase Tourist's Interest" (Suseno, 2024) explains the method of creating a promotional video that can attract several tourists by branding the intended destination. This study aligns with the purpose of video as a promotional medium. Wibowo and Asteria (2023) explained that interactive videos are a highly effective medium for educational purposes, as they provide audiovisual content that covers instructional material, including theories, principles, and basic concepts. This helps viewers understand the subject matter. This video can attract the audience's interest.