

CHAPTER V

CONCLUSION & SUGGESTION

5.1 Conclusion

This section explains the conclusions of the research conducted. The conclusion explains the various chapters prepared. In making an interactive video using the Research and Development model by Borg and Gall (1983), the steps are simplified to eight steps. There are Research and information collection, planning, developing a preliminary product form, preliminary field testing, main product revision, operational field testing, final product revision, and dissemination and implementation and promoting a hidden tourism destination near Yogyakarta International Airport. The video spot can use interactive elements to explain the route and showcase the available facilities and natural beauty.

Data collection was done through observation, interviews, and documentation. The results show that Pantai Glagah and Pantai Congot lack promotion. The solution is to increase the number of tourists using an interactive video to promote Pantai Glagah and Pantai Congot. The pre-production process includes creating a storyboard, script, subtitles, and video concept. At the same time, production involves shooting the videos and photos, as well as the talent. The last stage, post-production, is recording the voice-over.

The video passed two assessments, namely the validation form, which was assessed and given criticism and suggestions from the supervisor. The second is a questionnaire distributed in general to people of all ages and cities of origin. The results show that the video provided information and introduced and promoted Pantai Glagah and Pantai Congot. The language used is interactive, communicative, and consistent with the video. The last video was uploaded to the YouTube channel of *Bahasa Asing Terapan SV UNDIP*.

5.2 Suggestion

Suggestions for future researcher develop or create interactive videos with the main purpose of promoting tourist attractions, especially Pantai Glagah and Pantai Congot, be sure to observe and interview in advance to ensure that the information obtained is up to date. Then use the stabilizer to improve the photos and videos. Also, review everything you need for shooting videos, such as the device used and the settings, and choose the right time so you can enjoy the beautiful sunset.