

CHAPTER IV

RESULT AND DISCUSSION

4.1 Result

This research used research and development (R&D) methods to create an interactive video titled "Interactive Video Design for Tourism Destinations Around Yogyakarta International Airport for Short Trips". This method is used because it supports the process of developing interactive videos that also serve as information and promotional media for Pantai Glagah and Pantai Congot. This production process goes through eight stages from Borg and Gall (1983), namely research and information gathering, planning, development of initial product forms, initial field testing, major product revision, operational field testing, final product revision, implementation, and implementation.

These stages are carried out sequentially, starting from data collection as the beginning of planning to the implementation and implementation process. The entire process was carried out in collaboration with co-author, Hadaayaa Hayyu Aqilaah. The production process of this interactive video has gone through three stages, including pre-production, production, and post-production. At the pre-production stage, the author planned the concept of shooting angles and lighting and prepared the necessary equipment for shooting. Meanwhile, the storyboard and script writing, which were used to fill in the background voice, were done by the co-writer, Hadaayaa Hayyu Aqilah.

Then the author worked on the production stage, focusing on taking photos and videos in the field. The last stage is the post-production stage, which is the editing stage that includes all the results of the shooting that has been done before, including video editing, determining the appropriate background music, adjusting the necessary filters, adjusting the rhythm as needed, and adding text to enrich the video as an information medium, all done by the writer. Meanwhile, the voice part was done by the co-author, Hadaayaa Hayyu Aqilah.

The result of this study is "Interactive Video Design for Tourism Destinations Around Yogyakarta International Airport for Short Trips" with a duration of 10

minutes and 28 seconds, and published through the YouTube platform *Bahasa Asing Terapan SV Undip*.

4.1.1 Research and Development Process

An interactive video entitled "A Hidden Paradise Around Yogyakarta International Airport" was developed using a Research and Development (R&D) approach, as described by Borg and Gall (1983). The approach of each stage of the development process is explained in the following sections:

4.1.1.1 Research and Information Collecting

The first step the author takes is to conduct research and gather information as the initial step in determining the concept, identifying the location, and developing the storyline. Based on observations made by the writer while still an intern at Yogyakarta International Airport, the tourist destinations around the airport, namely Pantai Glagah and Pantai Congot, were chosen because in addition to being close to the airport, they also have various interesting tours such as Nambangan Park, canoe rentals, and also boats to go around the lagoon, breakwaters, and viewpoints that can be enjoyed to see planes land or take off. During this process, the author collects data as a source of information through observation, interviews, and documentation. Here is an explanation of the methods that have been carried out:

a. Observations

Based on the results of observations that have been made by the author together with his colleague, Hadaayaa Hayyu Aqiilah, on May 11, 2026, it is known that most of the visitors to Pantai Glagah and Pantai Congot are still locals, and tourists who have just arrived at Yogyakarta International Airport prefer to visit tourist attractions in the city center such as Tugu Jogja, Malioboro or Prambanan Temple. Meanwhile, tourist destinations located around Yogyakarta International Airport are still not widely known. Even though tourist destinations around the airport are easy to reach in a short time, they can be an alternative destination for tourists with limited time, according to the concept of short trips. In addition, the results of observations also show a lack of information media to promote tourist

destinations around Yogyakarta International Airport in an attractive form and easily accessible to tourists.



Figure 4.1 Observation of Tourism Destination

b. Interview

The interview discussed several aspects related to the tourism destination, including the operating hours, entrance ticket price, tourist attractions within the area, available facilities, parking areas, accommodation, the presence of international tourists, visitor trends, the impact of Yogyakarta International Airport on tourist arrivals, and promotional activities conducted by the government. The information obtained from the interview served as a reference in identifying the strengths and challenges of tourism destinations around Yogyakarta International Airport.

Based on the interview, Mr. Sapto explained that Glagah Beach operates daily from 6:00 a.m. to 5:00 p.m. with an entrance fee of IDR 10,000 per visitor. Additional fees are charged only for certain attractions inside the tourism area, as these are managed independently by each attraction operator. The interview also revealed that Glagah Beach offers a variety of tourist attractions and facilities, including Laguna Glagah, Nambangan Park, camping and outbound areas, canoe and boat rentals, a breakwater, viewing towers, seafood restaurants, local *UMKM* (*Usaha Mikro, Kecil, dan Menengah*), as well as villas and hotels that support

tourists who wish to stay overnight. Parking facilities are also available for both motorcycles and cars, making the destination easily accessible for visitors.

Regarding visitor characteristics, Mr. Sapto stated that international tourists rarely visit Glagah Beach, while most tourists arriving at Yogyakarta International Airport prefer to travel directly to well-known destinations in Yogyakarta City, such as Malioboro, Tugu Yogyakarta, and Prambanan Temple. According to him, although the establishment of Yogyakarta International Airport was expected to increase tourist visits to nearby destinations, the number of visitors to Glagah Beach has not increased significantly. He also explained that government promotional activities are still limited, causing many tourists to be unaware of the tourism potential surrounding the airport.

The interview findings supported the results of the field observations, which indicated that tourism destinations around Yogyakarta International Airport possess considerable tourism potential but are still lacking effective promotional media. Therefore, the information obtained from the interview became the basis for developing the interactive video by determining the featured destinations, presenting the travel route from Yogyakarta International Airport, highlighting tourist attractions and available facilities, and providing concise and practical tourism information for tourists who have limited travel time or are waiting for their next flight. Consequently, the interactive video was designed not only as a promotional medium but also as an information medium to increase public awareness of Glagah Beach and Congot Beach as alternative tourist destinations near Yogyakarta International Airport.

Figure 4.3



Figure 4.2 Interview

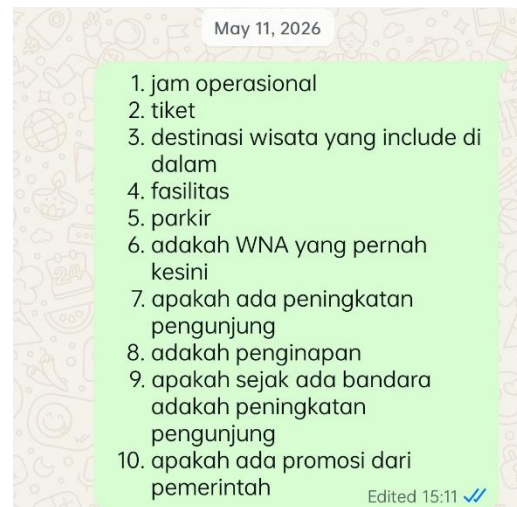


Figure 4. 3 List of Interview

c. Documentation

Documentation was carried out to ensure authenticity as evidence in this study. In addition, documentation is also the main material for the product to be produced, as well as for the process of developing interactive video products. This documentation was taken using the iPhone 14 camera, with cinematic features. This documentation process was carried out on May 12, 2026 and June 8, 2026.



Figure 4. 4 Documentation

4.1.1.2 Planning

This stage contains the creation of a concept, starting with the preparation of the video concept starting from setting the starting point of the video to the last point of the video process completion, choosing the route that is easiest to reach, arranging what needs to be included in the video, and choosing what *UMKM* (*Usaha Mikro, Kecil, dan Menengah*) was recommended to short trip tourists. The video highlights the entrance ticket prices and available payment methods, then highlights destinations such as Nambangan Park to the last recommended destination, namely Nawang Senja, along with the facilities that can be enjoyed.

This video was made with an interactive theme to attract the audience's interest and align with the concept of a short trip. The author also used several video clips from YouTube and TikTok and included parts of the video taken from others' videos. The video also uses Indonesian voice-over and English subtitles, with a little Javanese as a variation. The following is a description of the concept of planning:

a. Video Concept

An interactive video entitled "A Hidden Paradise Around Yogyakarta International Airport" explains the travel route that starts through the exit gate of Yogyakarta International Airport. Selecting this location aims to describe the starting point of the tourist's journey after arriving at Yogyakarta International Airport. Furthermore, the video shows tourist destinations through the Yogyakarta International Airport underpass as one of the icons and main routes of the South Coast. The trip is packaged using a driving shot technique so that it can give the impression as if the audience is also traveling to a tourist destination.

Then, after passing the underpass, the video shows the atmosphere of the trip to the tourist destination of Pantai Glagah, which is one of the main tourist destinations in the video. In this section, various information was presented about road access conditions, tourist entrance fees, the atmosphere of the surrounding environment, and what facilities can be enjoyed. Upon arrival at Pantai Glagah, the video shows Nambangan Park, Laguna Glagah, inns and villas, cafes, *UMKM*

(*Usaha Mikro, Kecil, dan Menengah*) traders, breakwaters, observation posts, and Pantai Congot, as well as tourist activities that can be done by tourists when visiting one or both of these tourist destinations.

The presentation aims to provide a comprehensive overview for prospective tourists about the experiences that can be obtained when visiting Pantai Glagah and Pantai Congot as one of the short-trip tourist destinations around Yogyakarta International Airport.

With the concept of travel made through the exit gate of Yogyakarta International Airport until arriving at Pantai Glagah, it is hoped that the video will be able to provide a real picture of the ease of access to tourist destinations around Yogyakarta International Airport. This concept is also used to support the main goal of developing information media for tourists who take advantage of short trips without having to go to the center of Yogyakarta.

b. Shooting Needs

Before the shooting process, the author prepared filming needs in the form of an iPhone 14, a tripod, a player and also operational costs as part of the needs of the shooting process. This preparation is carried out to support smooth production. The main equipment used is the iPhone 14 as the main device for shooting. The author also needs a tripod to support the cell phone camera and produce stable images. In addition, the tripod is designed to reduce shake during shooting.



Figure 4. 5 Tourist Destination Entrance Ticket

This filming process also involves an actor who plays the role of a tourist; this actor is needed to illustrate the tourist's experience of visiting Pantai Glagah. In the implementation of filming, operational costs are also required in the form of entrance tickets to tourist destinations as one of the requirements for taking pictures at the location of tourist destinations.

4.1.1.3 Developing Preliminary Form of Product

The author begins the initial product development stage by outlining several stages. The author also explains the process of producing interactive videos from start to finish.

1. Pre-production

The pre-production stage is the initial stage in developing the promotional video for Pantai Glagah and Pantai Congot, which aims to prepare all the needs before the shooting process is carried out. At this stage, the author compiles the video concept, determines the flow of information delivery, conducts location surveys, compiles storyboards, determines production schedules, and prepares equipment to be used during the shooting process. The pre-production stage plays an important role because it forms the basis for the production process, ensuring that shooting activities take place systematically and in accordance with the research objectives. This process will be carried out on Monday, May 11, 2026.

a. Location Observation

The first stage was a direct observation of the Pantai Glagah area, Kulon Progo Regency. The observation aims to obtain information about the condition of the location, tourist facilities, visitor activities, access to the location, and visual potential that can be displayed in promotional videos.

In addition to observing the main tourist attractions, the researcher also identified several shooting points that were considered to have high aesthetic value, such as lagoon areas, breakwaters, beach areas, entrance gates, tourist attraction signs, and paths to Pantai Glagah and Pantai Congot. The results of these

observations are the basis for determining the visual concept and sequence of scenes in the promotional video.



Figure 4. 6 Location Observation

b. Video Concept Preparation

Based on the observation results, the researcher developed a promotional video concept that aims to introduce Pantai Glagah and Pantai Congot as tourist destinations in Kulon Progo Regency, located around Yogyakarta International Airport. The video concept was prepared using *a visual storytelling* approach, which delivers information through a series of images that describe tourists' experiences from arriving at Yogyakarta International Airport to enjoying the various attractions available at Pantai Glagah and Pantai Congot. The concept is designed so that videos not only convey information about tourist destinations, but also provide an interesting visual experience that can increase people's interest in visiting.

c. Determination of Production Schedule

In the pre-production stage, the researcher also compiled a schedule for the shooting. Scheduling is carried out by taking into account weather conditions, tourist attraction operating hours, tourist visit levels, and the readiness of production

equipment. Based on the results of the planning, the shooting process is scheduled in two sessions, namely May 11, 2026 and June 8, 2026.

d. Equipment Preparation

The next stage is to prepare all the equipment that will be used during the production process. The equipment is ensured to be in good condition so that the shooting process can run smoothly. The equipment used in this study includes an iPhone 14 as the main tool for taking pictures, a tripod to maintain video stability, a power bank as an additional battery charger, and a laptop as a medium for transferring and editing recordings using the CapCut Pro application. In addition to the main equipment, the researcher also prepared a supporting equipment shooting list as a reference during the production process.

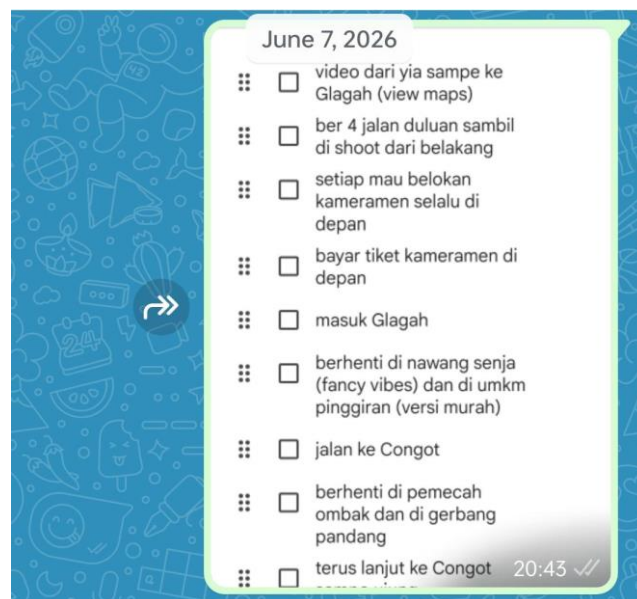


Figure 4. 7 Shooting List

2. Production

The production stage is the stage of shooting based on the concept, a storyboard created by co-writer Hadaayaa Hayyu Aqiilah, and a shot list compiled in the pre-production stage. At this stage, all the planning that has been made is

realized into visual material in the form of video recordings which will later be processed at the post-production stage. The production process is carried out by paying attention to image quality, visual composition, lighting, camera stability, and the application of shooting techniques so that the resulting video can convey information about Pantai Glagah and Pantai Congot in an interesting and communicative manner.

In this study, the shooting process was carried out in two sessions, namely on May 12, 2026 and June 8, 2026. The schedule was distributed to obtain a more complete visual variation, adjusting to weather conditions, natural light intensity, and tourist activities in the Pantai Glagah and Pantai Congot areas. In addition, the division of production time also provides an opportunity for researchers to reshoot several scenes that are considered not to meet the expected visual quality.

a. Shooting Techniques

To produce an interesting and informative promotional video, this study applies several shooting techniques that are tailored to the characteristics of tourist attractions and information delivery needs. The techniques used include Establishing Shot, Extreme Long Shot, Long Shot, Point of View (POV), Eye Level, Panning Shot, Tracking Shot, and Static Shot.

The application of these techniques aims to provide visual variety, show the panorama of Pantai Glagah and Pantai Congot as a whole, introduce tourist facilities, and provide a visual experience for the audience as if they are traveling to a tourist location. Thus, the resulting video not only serves as an information medium but can also build emotional appeal that can increase public interest in visiting Pantai Glagah and Pantai Congot. Shooting techniques include:

1). Establishing Shot

In this promotional video, the Establishing Shot technique is applied to the opening scene, which shows the Yogyakarta International Airport (YIA) area and the surrounding environment. Shooting is done from a considerable distance so that the entire area can be seen.

The application of this technique aims to provide initial orientation to the audience regarding the starting location of the journey to Pantai Glagah. In addition, this technique also helps build a storyline by introducing the setting of the place before showing the main attractions. The use of an establishing shot provides information about the overall environmental conditions so that the audience gets an initial idea of the location to be visited.

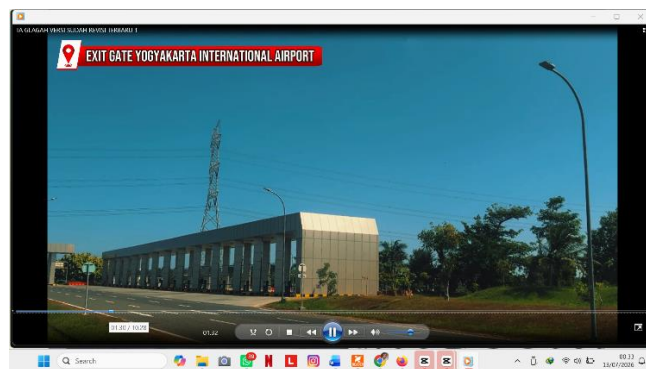


Figure 4. 8 Establishing Shot

2). Extreme Long Shot

The Extreme Long Shot technique is used to display the panoramic view of Pantai Glagah widely, namely the breakwater, as well as the surrounding landscape. In this technique, the main object appears relatively small compared to the surrounding environment, so the main focus is on the landscape of the tourist destination.

The application of this technique aims to show the area of the tourist area as well as show the panoramic beauty of Pantai Glagah. In addition to providing information about location conditions, this technique is also able to create a magnificent impression and increase the visual appeal of promotional videos

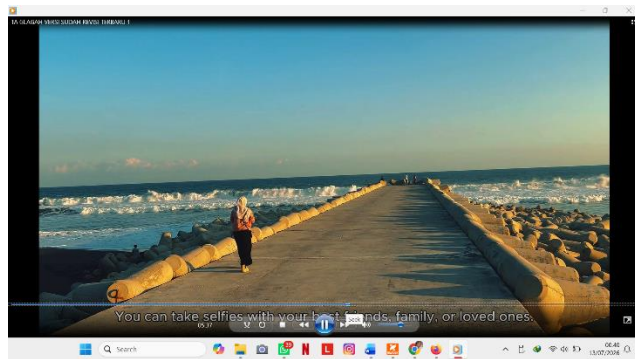


Figure 4. 9 Extreme Long Shot

3). Long Shot

The Long Shot technique is used to display tourist attractions and the activities that take place in them. In this promotional video, the technique is applied to scenes that show tourists enjoying the lagoon area, beach area, and other tourist facilities.

The use of Long Shot aims to show the relationship between the main object and the surrounding environment so that the audience can understand the atmosphere of the location more completely. In addition, this technique also helps to show tourist activities that can be done by visitors at Pantai Glagah.

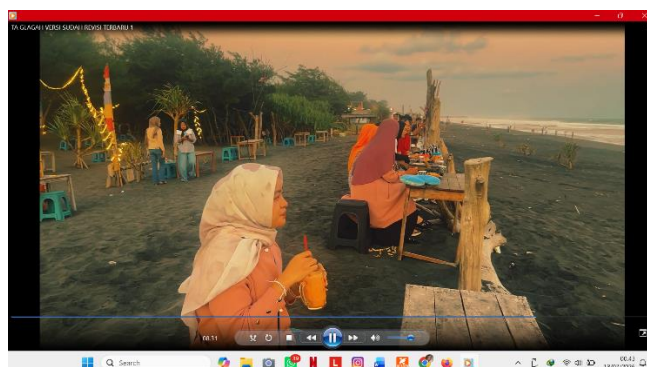


Figure 4. 10 Long Shot

4). Point of View

The Point of View (POV) technique is applied to several scenes that depict the journey to Pantai Glagah and while enjoying the tourist area. The camera is placed in such a way that the resulting angle of view resembles that of a tourist.

The purpose of using this technique is to provide a more immersive visual experience so that the audience seems to be traveling to a tourist location. Thus, videos are able to build emotional closeness and increase the audience's interest in the promoted destination.

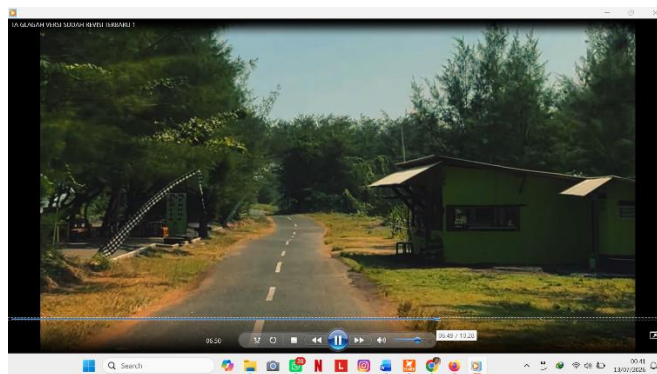


Figure 4. 11 Point of View

5). Eye Level

The Eye Level technique is used in several scenes that display tourists and tourist attractions from a perspective parallel to eye height. The use of this angle of shooting produces a natural look so that the object looks as it actually is.

The application of the Eye Level technique aims to create a realistic impression and provide comfort for the audience in enjoying the video flow. In addition, this technique helps to display the interaction between tourists and the tourist environment in a more natural way.

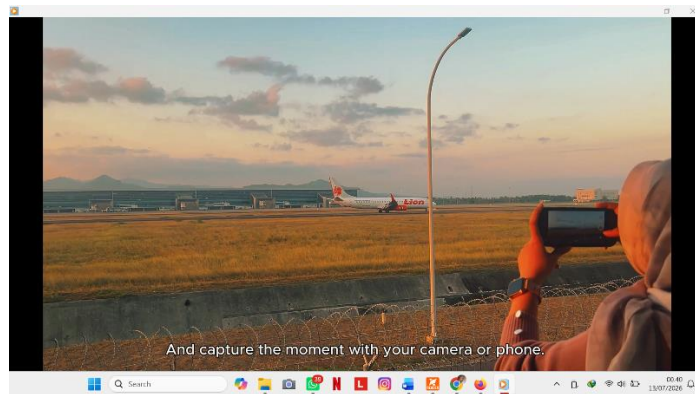


Figure 4. 12 Eye Level

6). Tracking Shot

The Tracking Shot technique is used when the camera moves following a specific object or direction of movement. The application of this technique aims to create a dynamic impression and provide a visual experience as if the viewer is moving with the object. In addition to increasing visual variety, Tracking Shots also help show the travel route to tourist locations in a more attractive way.



Figure 4. 13 Tracking Shot

7). Panning Shot

The Panning Shot technique is applied by moving the camera horizontally to show a panorama of the Laguna Glagah. The camera movement is done slowly so that the viewer can observe the entire object thoroughly.

The purpose of using this technique is to show the area of the tourist area without the need to change the position of the camera. In addition, Panning Shot is able to provide smoother visual transitions and improve the cinematic impression of promotional videos.

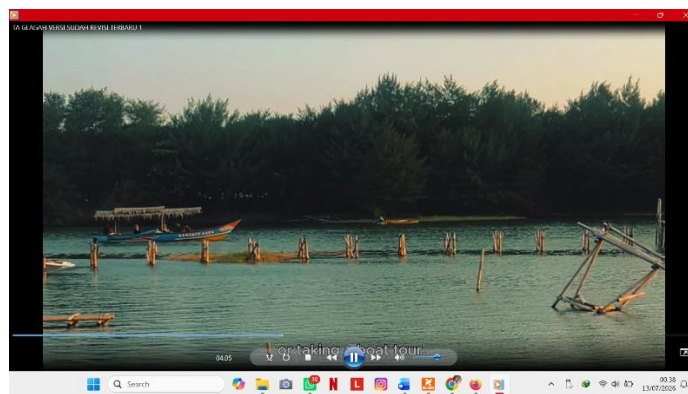


Figure 4. 14 Panning Shot

8). Static Shot

The Static Shot technique is used in several scenes that require a stable image display, such as taking pictures of tourist attraction signs, one of which is the Nambangan Park board. In this technique, the camera is in a still position without making any movement during the recording process.

The application of Static Shot aims to provide full focus on the object displayed so that the information conveyed can be clearly received by the audience. In addition to producing a stable visual composition, this technique also provides a visual pause before moving on to the next scene.



Figure 4. 15 Static Shot

3. Post-Production

The post-production stage is the process of perfecting all the results of shooting that have been obtained at the production stage until it becomes a promotional video that is ready to be published. At this stage, a series of processes are carried out, namely data transfer and backup, video editing, addition of graphic elements, audio processing, rendering, and video publication. The entire editing process is done using the CapCut Pro application.

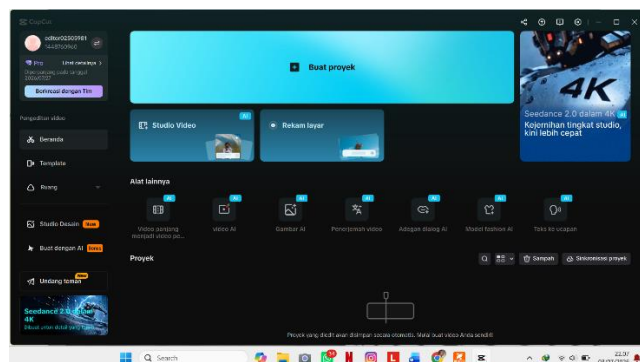


Figure 4. 16 Cap Cut Pro Application

a. Transfer Data dan Backup Footage

After the entire shooting process was completed on May 12, 2026 and June 8, 2026, all recordings were transferred from the iPhone 14 device to the laptop as the main working medium. The data transfer process is carried out to ensure that all *footage* can be processed more easily during the editing process.

Next, all video files are uploaded to Google Drive as a backup storage medium. Data backup is carried out to anticipate file loss due to storage device damage or technical errors during the editing process. Apart from being a storage medium, Google Drive also makes it easier for researchers to access files if needed on different devices. Once the backup process is complete, all the footage is grouped into folders based on the date the shot was taken, the location, and the type of scene. The grouping aims to make the process of searching for files easier during the editing stage.

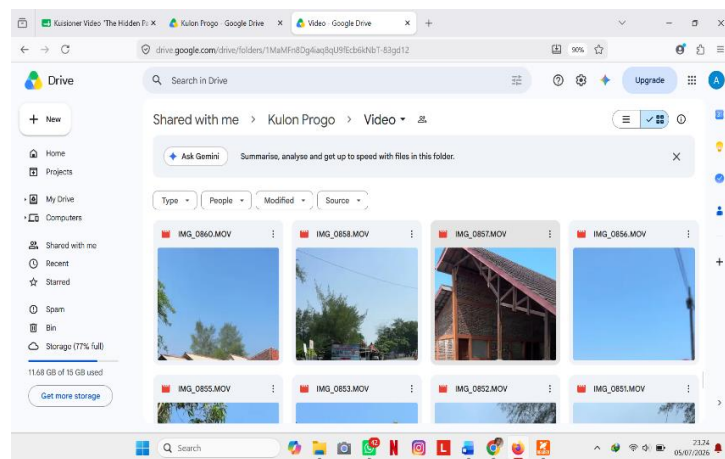


Figure 4. 17 Uploaded Result in Google Drive

b. Editing Stage

The editing stage is carried out using the CapCut Pro application. In addition, the researcher also adjusted the speed. The editing was done while still referring to the storyboard that had been compiled by the co-author, Hadaayaa Hayyu Aqilah so that each scene had a clear story continuity.

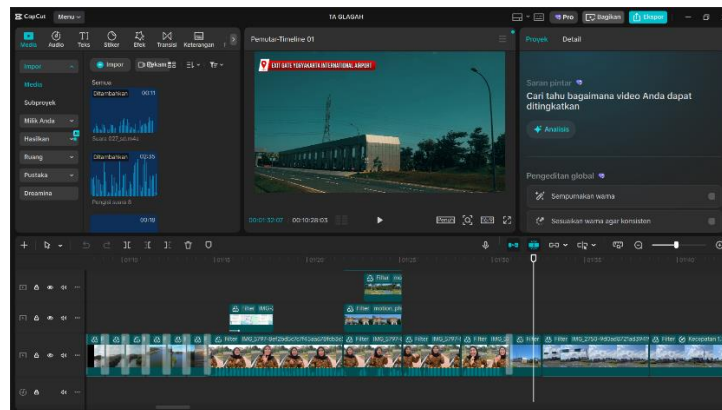


Figure 4. 18 Editing Stage

c. Color Correction

After the editing process is complete, color correction is performed to match the color of each footage recorded in different lighting conditions. This stage aims to produce a consistent color display so that the video looks more professional.

Next, color grading is carried out to provide visual nuances that are in accordance with the concept of the promotional video. The researcher used colors that tend to be warm tone so that they were able to display the atmosphere of Pantai Glagah which is comfortable, natural, and interesting to visit.

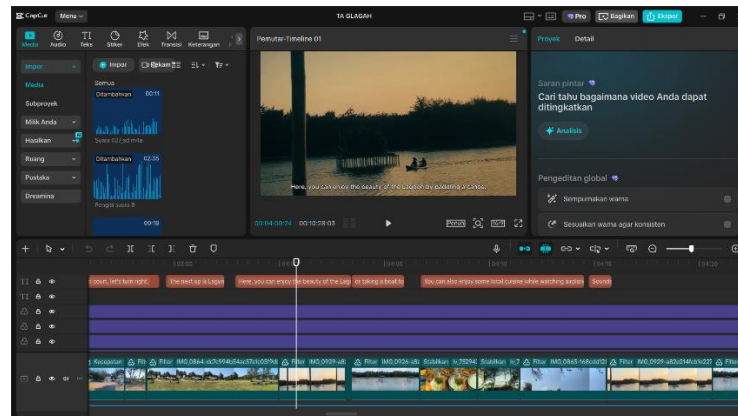


Figure 4. 19 Adjusting Color

4.1.1.4 Preliminary Field Testing

At this stage, a preliminary test was carried out as an evaluation by the supervisor. The interactive video "The Hidden Paradise Around Yogyakarta International Airport" was then evaluated regarding video quality, background,

voice-over, and subtitles. According to the validation form that was given by the supervisor, the product is suitable for use with several revisions. The evaluation form is divided into two parts, namely material validation and expert media validation. The supervisor carried out the validation of this expert material. This validation included analysis of interactive video as an information medium, the relevance of the video content to promotional purposes, the language used for subtitles, and the success of interactive video in displaying "The Hidden Paradise Around Yogyakarta International Airport" as an information medium for short-trip tourist destinations.

This evaluation has also considered the video setting and the visual elements. In addition, the supervisor assessed the interactive video aspect, focusing on the quality of interactive video, visual display, audio clarity, image addition, and the video's ability to convey information about short-trip tourist destinations. This validation form also provides criticism and suggestions that will be used for the product refinement process before the product passes the next stage of testing. Based on the results of validation on June 3, 2026, the interactive video "The Hidden Paradise Around Yogyakarta International Airport" is considered suitable for use with several revisions from the supervisor.

SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR

Saya yang bertanda tangan di bawah ini:

Nama : Tazki Faridha, S.S., M.Hum.
NIP : 19960910324052201
Fungsi : Dosen Asist. Tetap

Mengatakan bahwa proyek tugas akhir saya ini adalah:

Nama : Arifin, Fauz, Dwi, Mahidun
NIM : 402202260107
Fungsi : Dosen Asist. Tetap
Judul TA : DESIGN AN INTERACTIVE VIDEO FOR TOURIST DESTINATIONS AROUND YOGYAKARTA INTERNATIONAL AIRPORT FOR SHORT TRIP

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

☐	Lengkap dan sesuai
☒	Lengkap dengan catatan revisi
☐	Tidak lengkap

(Berikan tanda validasi ini dibantu agar dapat produksi dengan maksimal)

Semarang, 22 Juni 2026
Validator,

Tazki Faridha, S.S., M.Hum.
NIP. 19960910324052201

Catatan:
Perbaikan (khususnya) pada (s):

Form of Validation Product
The Hidden Paradise Around Yogyakarta International Airport

Validator: Tazki Faridha, S.S., M.Hum.
Date: 03 Juni 2026

Media Expert Validation

Please provide one of the selected answer (✓)

1. Is the video description appropriate for introduction and promotional purposes?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
2. Is the story line presented easy to understand?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
3. Is the material presented relevant to promotional video?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
4. Is the language used in the video interactive, conversational and informative for the audience?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
5. Is the interactive video can attract the audience for going to Public Places and Parks?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
6. Does the type of the video match the video theme?
☐ Not Suitable ☐ Fairly Suitable ☒ Suitable ☐ Very Suitable
7. Is the look and of video appropriate for introducing a tourist destination, especially in Public place?
☐ Not Suitable ☒ Fairly Suitable ☐ Suitable ☐ Very Suitable
8. Is the summary in the subtitles of video 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 informative and interactive? (Add, delete, change)
 Add more pictures for introducing the location
 Check for subtitle, it can not help for learning
 for video
10. Criticism and suggestion
 Keep some the video especially the original
 to make the quality of video be better

Form of Validation Product
The Hidden Paradise Around Yogyakarta International Airport

Validator: Rizki Fatmahan, S.S., M.Hum
Date: 05/09/2024

Media Taper Validation

Please check the one of the selected answer (✓)

1. Is the video appearance of the interactive video appropriate?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
2. Are the color, font, images, and layout well appropriate?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
3. Is the audio clearly heard and easy to understand?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
4. Are the functions and flow of the video smooth and understandable?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
5. Is the duration of the video appropriate and not excessive?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
6. Is the overall interactive video design suitable for the target audience?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
7. Does the interactive video can support the delivery of information effectively?

☐ Not Suitable	☐ Fairly Suitable	☒ Suitable	☐ Very Suitable
---------------------------------------	--	--	--
8. Is the interactive video of "The Hidden Paradise Around Yogyakarta International Airport" can be used as a promotional 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 the video of the hidden paradise
10. Criticism and suggestion:

Figure 4. 20 Signed Validation Form

4.1.1.5 Main Product Revision

Based on the feedback that has been given, the author was then improve the product based on the feedback that has been given by the supervisor before proceeding to the operational field-testing stage. This revision from the supervisor is an assessment of the adjustment of the voice.

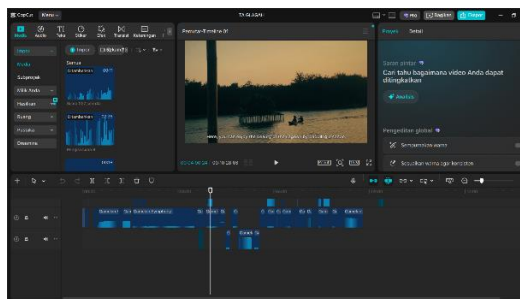


Figure 4. 21 Before Sound Adjustments

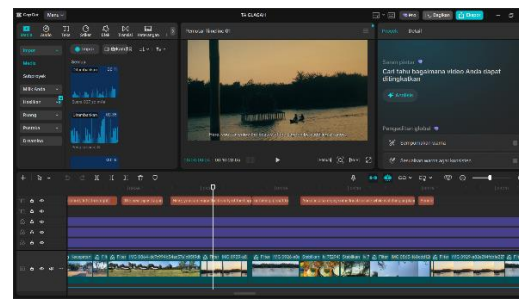


Figure 4. 22 After Sound Adjustments

4.1.1.6 Operational Field Testing

After completing the Main Product Revision stage, the researcher conducted the Operational Field Testing to evaluate respondents' feedback on the interactive video as an informational medium for short-trip tourist destinations around Yogyakarta International Airport. At this stage, the interactive video was distributed through Google Forms, which contained a link to the interactive video along with a questionnaire to assess the product's feasibility. Data collection was conducted on 3 July 2026.

The respondents in this study consisted of domestic and international participants aged 13 years and above, including teenagers, adults, and older adults. The selection criteria were based on individuals who were capable of accessing and evaluating digital media and who represented potential tourists interested in visiting destinations around Yogyakarta International Airport.

A total of 45 respondents participated in this study, consisting of domestic respondents. Among the respondents, 23 had previously visited Glagah Beach or Congot Beach, while 22 respondents had never visited or were not familiar with these destinations. The involvement of respondents with different backgrounds allowed the researcher to obtain feedback from both individuals who had prior experience with the destinations and those who represented potential first-time visitors.

Google Forms was selected as the data collection platform because it enabled the researcher to distribute the interactive video efficiently while simultaneously collecting respondents' evaluations. The respondents were asked to assess the interactive video based on the evaluation indicators provided in the questionnaire. The results of the respondents' evaluation of the interactive video entitled “The Hidden Paradise Around Yogyakarta International Airport” are presented in Table 4.1

Table 4.1 List of Statement

No	Statement	Yes	No
1	Do you know about Pantai Glagah and Pantai Congot?	22 (48,9%)	23 (51,1%)
2	After watching the video, do you think the video is interesting as a promotional medium?	43 (95,6%)	2 (4,4%)
3	Does the video help provide information related to tourist locations?	45 (100%)	
4	Is the use of language interactive in promoting the tourist attraction?	45 (100%)	
5	Is the use of subtitles in accordance with the language used in promoting the tourist attraction?	45 (100%)	
6	After watching the video, are you interested in visiting Pantai Glagah and Pantai Congot?	43 (95,6%)	2 (4,4%)
7	What are your suggestions and criticisms about the video? (Image, sound, information quality)	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. Untuk record terdengar agak kurang stabil, ada	

No	Statement	Yes	No
		beberapa part suaranya itu terdengar jauh ataupun sebaliknya. Untuk voice pengisi jga menurut saya sedikit kurang menimbulkan rasa greget untuk penonton yg mendengar ataupun untuk menarik minat pengunjung, mungkin bisa lebih fun ya agar tidak terdengar kaku karena menurut saya suara pengisi jga salah satu yg penting supaya tdk monoton ya. Tpi overall sudah bagus, good luck 4. Untuk penjelasan rute menuju kesana agak terlalu panjang, mungkin bisa disingkat langsung dari layanan transportasi yang	

No	Statement	Yes	No
		paling umum/banyak/pilih beberapa moda yang digunakan terus patokannya kemana 5. Voice over cenderung kurang konsisten, terkadang suara pelan terkadang keras	

Based on the questionnaire results, the interactive video entitled “A Hidden Paradise Around Yogyakarta International Airport” received positive evaluations across all six assessment indicators. Most respondents selected the "Yes" response, indicating that the video effectively met the established evaluation criteria. These findings suggest that the interactive video can serve as an effective promotional medium by introducing hidden tourist attractions around Yogyakarta International Airport in an informative and engaging manner.

4.1.1.7 Final Product Revision

This final product revision is the last step in perfecting the interactive video "The Hidden Paradise Around Yogyakarta International Airport". The respondents' evaluation results were then used to improve the interactive video product. This will enable the author to make further adjustments to the interactive video's quality so that it can be an accurate source of information about short-trip destinations.

The results of the evaluation show that some parts of the interactive video "A Hidden Paradise Around Yogyakarta International Airport" still need improvement. Elements that still need improvement are color correction, background adjustments, and audio adjustments. The supervisor suggested that color adjustments still need to be considered before publication and that the voice-

over audio volume should also be adjusted. In the revised version, the color correction has been fixed. Here is the final stage of product revision, namely:

1. Collor Correction

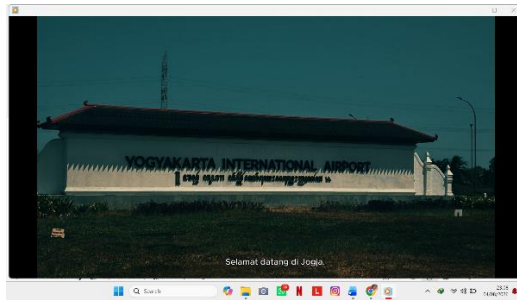


Figure 4. 23 Before Collor Correction

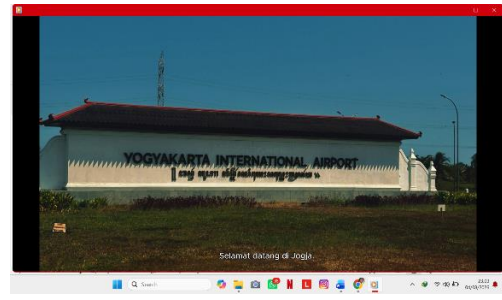


Figure 4. 24 After Collor Correction

4.1.1.8 Dissemination and Implementation

This stage represents the final phase of the research process, following the validation, testing, and product revision stages. Based on the results obtained throughout the development process, the interactive video was considered suitable for publication through the official YouTube channel of *Bahasa Asing Terapan SV Undip*. The published video has a duration of 10 minutes and 28 seconds and is expected to serve as an information medium for tourists seeking short-trip destinations around Yogyakarta International Airport. In addition, publishing the interactive video on the official YouTube channel serves as documentation of the research product and supports the protection of its Intellectual Property Rights (IPR).

4.2 Discussion

The first research question focused on how an interactive video for tourism destinations around Yogyakarta International Airport could be developed. The findings indicate that the interactive video was successfully developed using an eight-stage adaptation of the Research and Development (R&D) model proposed by Borg and Gall (1983). The use of an adapted Borg and Gall development procedure is supported by previous research, according to Sukmadinata in Dewi &

Setyaningtyas (2022) which applied a modified Borg and Gall development model according to the needs of their study. In the present study, the original ten-stage model was adapted into eight stages to suit the scope and development needs of the interactive video. The development process consisted of Research and Information Collecting, Planning, Develop Preliminary Form of Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and Dissemination and Implementation. Each stage contributed to the development and improvement of the interactive video through information collection, product evaluation, revision, and user feedback. As a result, the final product met the objectives of providing promotional and informational content for tourists planning a short trip around Yogyakarta International Airport.

The Research and Information Collecting stage involved field observations, interviews, documentation, and literature review to identify the tourism potential of Pantai Glagah and Pantai Congot, as well as the information needs of tourists with limited travel time. As part of this stage, the author conducted an interview with Mr. Sapto on 12 May 2026. Mr. Sapto is a local resident of Glagah Village who works as a guard at the entrance counter of Pantai Glagah. The interview covered several aspects, including operating hours, entrance fees, tourist attractions, facilities, parking areas, the presence of international tourists, visitor numbers, accommodation, changes in visitor numbers since the establishment of Yogyakarta International Airport, and government promotional activities. According to Mr. Sapto, Pantai Glagah is open from 6:00 a.m. to 5:00 p.m., with an entrance fee of IDR 10,000. Additional fees may apply to certain attractions within the tourism area and are determined by the respective attraction operators. He also stated that international tourists rarely visit the area and that tourist visits to Pantai Glagah and Pantai Congot are still relatively limited. In addition, there has not been significant government promotional activity to introduce these destinations to a wider audience. The presence of Yogyakarta International Airport is expected to contribute to increasing tourist visits and enlivening the tourism area around the airport. These findings strengthened the author's field observations and became a basis for determining the information presented in the interactive video.

During the Planning stage, the research objectives, video concept, storyboard, script, shooting schedule, and production plan were prepared. The information obtained during the Research and Information Collecting stage was considered in determining the video's content and structure. The video was planned to present the route from Yogyakarta International Airport to Pantai Glagah and Pantai Congot, as well as information about tourist attractions, facilities, and other practical information relevant to tourists with limited travel time.

The Develop Preliminary Form of Product stage involved producing the initial version of the interactive video through video recording, editing, narration, subtitles, interactive navigation, background music, and motion graphic elements. Live-action footage was used to present the actual route and conditions of the tourist destinations, while interactive navigation was incorporated to allow viewers to access the information presented in the video.

The preliminary product was evaluated during the Preliminary Field-Testing stage by the research supervisor, who assessed the interactive video's feasibility and provided suggestions for improvement. These suggestions were implemented during the Main Product Revision stage before proceeding to the Operational Field Testing, where respondents evaluated the interactive video through a questionnaire distributed via Google Forms. Based on the respondents' feedback, the product underwent Final Product Revision to improve its overall quality before entering the Dissemination and Implementation stage.

The second research question examined respondents' feedback toward the interactive video. Based on the questionnaire results, the majority of respondents provided positive responses across all evaluation indicators. Most respondents selected the "Yes" option, indicating that the interactive video successfully met its intended objectives as both a promotional and informational medium. According to Taherdoost (2022), the provision of options with Yes and No answers is a scale that maintains consistency with alternative responses from previous questions, which indicate that respondents agree with the statement from the researcher. The findings suggest that the interactive video effectively introduced Pantai Glagah and Pantai

Congot while providing practical information for tourists with limited travel time. Positive feedback from respondents also indicates that the interactive video has the potential to increase awareness of and interest in visiting tourist destinations around Yogyakarta International Airport.

These findings support previous studies that utilized video as a tourism promotion medium, such as Iqbal (2023), Amalia (2023), and Riska, Husin, Waty (2024). However, this study differs by developing an interactive video that combines live-action footage with navigation features to introduce Pantai Glagah and Pantai Congot as alternative short-trip destinations around Yogyakarta International Airport.