

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research aimed to develop an interactive video as both an informational and promotional medium for short-trip tourist destinations around Yogyakarta International Airport. The study employed the Research and Development (R&D) method using an eight-stage adaptation of the Borg and Gall (1983) model. This adaptation was based on the consideration that R&D procedures can be modified according to the characteristics and needs of a particular study (Sukmadinata, as cited in Dewi & Setyaningtyas, 2022). Therefore, the development process in this study consisted of Research and Information Collecting, Planning, Developing a Preliminary Form of Product, Preliminary Field Testing, Main Product Revision, Operational Field Testing, Final Product Revision, and Dissemination and Implementation.

The Research and Information Collecting stage was conducted through field observations, interviews, documentation, and literature review to identify the tourism potential of Pantai Glagah and Pantai Congot and the information needs of tourists with limited travel time. The Planning stage involved preparing the research objectives, video concept, storyboard, script, shooting schedule, and production plan. The Develop Preliminary Form of Product stage resulted in the initial interactive video containing video footage, narration, subtitles, background music, motion graphic elements, and interactive navigation. The product was then evaluated and revised through Preliminary Field Testing and Main Product Revision, followed by Operational Field Testing, Final Product Revision, and Dissemination and Implementation. Through these stages, the final interactive video was developed as a tourism information and promotional medium for short-trip tourists around Yogyakarta International Airport.

The respondents provided positive feedback toward the interactive video. The majority of respondents selected the "Yes" response across the evaluation indicators, indicating that the video was considered suitable as an informational and

promotional medium. The video introduced Pantai Glagah and Pantai Congot and provided practical information about these destinations for tourists with limited travel time. Therefore, the interactive video has the potential to increase tourists' awareness and interest in considering Pantai Glagah and Pantai Congot as alternative short-trip destinations around Yogyakarta International Airport.

The final product, entitled *The Hidden Paradise Around Yogyakarta International Airport*, was disseminated through the official YouTube channel of the *Bahasa Asing Terapan SV Undip*. Overall, the research resulted in an interactive video to provide both promotional and informational content for tourists who have limited time when visiting the area around Yogyakarta International Airport.

5.2 Suggestion

Future researchers are encouraged to expand the coverage of tourist destinations featured in the interactive video to provide more comprehensive tourism information around Yogyakarta International Airport. In addition, involving a larger and more diverse sample of respondents is recommended to improve the representativeness of the evaluation results. Future studies may also explore the effectiveness of interactive videos in influencing tourists' travel intentions, destination choices, and satisfaction. Moreover, integrating additional interactive features or multilingual content may further enhance the accessibility and usefulness of the promotional media for both domestic and international tourists.