

## CHAPTER V

### CONCLUSION & SUGGESTION

#### 5.1 Conclusion

This research aimed to create an effective tourism promotion media through the development of an English comic book titled *Mystery of Dungeon: Semarang*. Designed to highlight key historical and cultural landmarks in Semarang, this comic sought to attract the interest of international tourists by presenting engaging narratives combined with educational content. The Research and Development (R&D) method by Borg and Gall was employed to systematically develop and evaluate the product.

The result of this research is a comic book that effectively showcases Semarang's rich heritage, including landmarks such as Marba Building, Lawang Sewu, Blenduk Church, Tugu Muda, Simpang Lima, and Sam Poo Kong, through a captivating story. Testing the product with respondents yielded positive feedback, with an average score of 3.40, demonstrating its potential as a promotional tool. This study highlights the value of innovative, narrative-driven media in promoting historical sites and increasing public interest in local destinations.

The evaluation score of 3.40 indicates that *Mystery of Dungeon: Semarang* received positive responses from respondents during product testing. This score, based on a specific rating scale from 1 to 4, reflects a very good performance, suggesting that the comic effectively met its objectives as a tourism promotion media. The positive reception likely stems from several key aspects, including an engaging storyline, visually appealing illustrations, and its ability to combine historical and cultural elements with fiction in a way that resonates with readers. Additionally, the use of English enhances the comic's accessibility to international audiences, making it a strategic choice for promoting Semarang to a broader market.

In the context of tourism promotion, the score of 3.40 demonstrates that the comic successfully fulfills its role in attracting interest and educating readers about Semarang's historical and cultural landmarks. This achievement highlights its potential

as an effective promotional tool, while also serving as a foundation for future improvements. With further refinements, *Mystery of Dungeon: Semarang* could become an even more impactful media for promoting Semarang's unique heritage and destinations to tourists worldwide.

## **5.2 Suggestions**

This study provides a foundation for future researchers interested in creating tourism promotion media. The researcher encourages the exploration of more creative and innovative approaches to expand the potential of comics as a tool for tourism promotion. For example, future works could develop serialized stories to feature a broader range of destinations or delve deeper into the history and culture of specific locations.

Moreover, future researchers are encouraged to adapt this concept to other cities and regions, tailoring the content to reflect their unique cultural and historical characteristics. Such adaptations could foster broader interest in Indonesia's diverse tourism offerings, encouraging both domestic and international tourists to explore beyond popular destinations. This initiative could further strengthen local tourism development while preserving and showcasing the distinctive identities of various regions.