

**CREATING A PROMOTIONAL VIDEO FOR THE  
INTERACTIVE WEBSITE OF BUDDHAGAYA  
WATUGONG MONASTERY SEMARANG: A  
STRATEGY FOR DIGITAL-BASED  
TOURISM PROMOTION**



**FINAL ASSIGNMENT**

A Partial Fulfillment of the Requirements for the Applied Foreign  
Language Bachelor Degree

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE  
VOCATIONAL COLLEGE  
DIPONEGORO UNIVERSITY  
2025**

## STATEMENT OF ORIGINALITY

This final project is declared to be an original piece of academic work, carried out under the sole responsibility of the researcher, as part of the requirements for the completion of the undergraduate degree. This work has not been copied, plagiarized, or submitted in any form to any other institution for any degree or qualification.

Throughout the research and writing process, all references, citations, and sources of information have been clearly identified and properly acknowledged in accordance with academic standards. I am deeply aware of the repercussions of academic ethics violations and accept full responsibility for the content of this final project.

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**APPROVAL SHEET**  
**A FINAL PROJECT**

**CREATING A PROMOTIONAL VIDEO FOR THE  
INTERACTIVE WEBSITE OF WATUGONG MONASTERY  
SEMARANG: A STRATEGY FOR DIGITAL-BASED  
TOURISM PROMOTION**

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**This study has been examined and is acceptance for impartial fulfilment of the requirement for the degree of Applied Foreign Languages of Vocational College Diponegoro University**

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## ABSTRACT

This final project presents the development of a digital promotional video as part of a strategic initiative to enhance the visibility of Watugong Monastery Semarang as a cultural and spiritual tourism destination. Despite its historical significance and architectural uniqueness, public recognition of the site remains limited due to insufficient digital outreach. Applying the Research and Development (R&D) method by Borg and Gall, this study encompasses systematic stages including needs analysis, script and storyboard development, production, expert validation, and user testing. The final product, a six-minute audiovisual work titled “*Menemukan Damai di Watugong*”, integrates narrative storytelling, cinematic techniques, and bilingual subtitles to effectively convey the site's historical and cultural value. Evaluation results from monastery administrators and visitors indicate high levels of satisfaction in terms of content clarity, visual presentation, and accessibility. The completed video has been embedded on the front page of the official interactive website, accessible at [www.watugongsemarang.my.id](http://www.watugongsemarang.my.id). This project demonstrates the potential of digital audiovisual media as an effective tool for cultural preservation and tourism promotion in the digital era.

**Keywords:** *Cultural Tourism, Digital Promotion, Audiovisual Media, Watugong Monastery, Research and Development*

## ABSTRAK

Proyek akhir ini memaparkan pengembangan video promosi digital sebagai bagian dari inisiatif strategis untuk meningkatkan visibilitas Watugong Monastery Semarang sebagai destinasi wisata budaya dan spiritual. Meskipun memiliki makna historis dan keunikan arsitektur, pengakuan publik terhadap situs ini masih terbatas akibat kurangnya upaya pemasaran digital. Menggunakan metode Penelitian dan Pengembangan (R&D) oleh Borg dan Gall, studi ini mencakup tahap-tahap sistematis termasuk analisis kebutuhan, pengembangan skrip dan storyboard, produksi, validasi ahli, dan pengujian pengguna. Produk akhir, sebuah karya audiovisual berdurasi enam menit berjudul “Menemukan Damai di Watugong”, menggabungkan narasi cerita, teknik sinematik, dan subtitle bilingual untuk secara efektif menyampaikan nilai historis dan budaya situs tersebut. Hasil evaluasi dari pengelola vihara dan pengunjung menunjukkan tingkat kepuasan yang tinggi dalam hal kejelasan konten, presentasi visual, dan aksesibilitas. Video yang telah selesai diunggah di halaman depan situs web interaktif resmi, yang dapat diakses di [www.watugongsemarang.my.id](http://www.watugongsemarang.my.id). Proyek ini menunjukkan potensi media audiovisual digital sebagai alat efektif untuk pelestarian budaya dan promosi pariwisata di era digital.

**Kata kunci:** *Pariwisata Budaya, Promosi Digital, Media Audiovisual, Biara Watugong, Penelitian dan Pengembangan*

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