

CHAPTER IV

RESULTS AND DISCUSSION

In this section, the researcher presents a comprehensive description of the whole development involved in creating the Vihara Buddhagaya Watugong interactive website

4.1 Results

This research uses the Research and Development (R&D) method, which uses several steps, namely research and information gathering, planning, development of initial product form, initial field trial, main product revision, operational field trial, final product revision, dissemination and implementation. In this chapter, the researcher will provide a detailed explanation of the website development stage in making the Watugong Buddhagaya Vihara interactive website. The creation stage includes all UI/UX website design preparations, writing information related to tourist attractions, and also website publication through hosting.

This interactive website contains all the information available at Watugong Buddhagaya Monastery. Starting from a brief story of the beginning and history, information inside the tourist attractions, activities during visiting, a short introduction video entitled '*Menemukan damai di Watugong*', created by other researcher as well as news of activities in the monastery. With the contents of the website packaged in such a way, it becomes a place for visitors to find out all the contents in Watugong Buddhagaya Monastery. Researcher makes a simple design so that the website looks practical and elegant, making the website attract attention for visitors to see the website and is expected to be the first step to visit the tourist attractions directly.

4.1.1 Development Process

The product development stage in this research was carried out using the Research and Development (R&D) method, which follows a systematic sequence from identifying needs to the final product evaluation. At this stage, the researcher focused on the initial development process, which includes planning, designing, and creating a technology-based product tailored to the promotional needs of the Buddhagaya Watugong Monastery tourism site. The development process was carried out gradually to ensure that each component of the product could be tested and refined based on the feedback received during its progression.

The process began with the identification of problems and user needs through field data collection activities, which were then followed by designing a digital solution that is informative and easily accessible. The product was developed with a strong emphasis on delivering information effectively, along with a visually appealing interface to enhance public interest in this historical and religious tourism destination.

Overall, this development phase serves as the foundation for the entire product creation process, where each step is structured based on user involvement, validation, and continuous improvement. Further technical details related to the product design, implementation, and revision stages will be discussed in the following sub-sections.

4.1.1.1 Research and Information Collecting

At this stage, the author conducts two ways to get research and information collecting in the form of observations and interviews.

1. Observations

In the data and information collection step, researcher conducted direct field observations at the Watugong Buddhagaya Monastery tourist attraction in Semarang, Central Java. This observation was carried out to get a direct picture of

the current conditions, tourism opportunities, and the amount of information needed to develop a digital promotion platform such as a website.

Based on the observations made, the author found fourteen elements of tourist attraction scattered throughout the monastery area. The attractiveness of the monastery complex includes artistic elements, religious functions, historical values, and architectural styles of buildings. However, of all these potentials, only the Avalokitesvara Pagoda has become a major icon that is often promoted both online and offline. When people search the internet with the keywords ‘Vihara Watugong’, this pagoda becomes the main landmark.

But there are thirteen additional attractions around the monastery, such as Sanchi Gate, Watu Gong, Borobudur Plaza, Asoka Monument and Inscription, and Bodhi Tree, all of which have unique stories and values worth promoting. The general public and out-of-town travellers are unaware of these components due to a lack of documentation and publications.

2. Interviews

In the information gathering stage, researchers did not only rely on field observations, but also conducted interviews with a number of informants to obtain more valid and comprehensive data. Interviews were conducted with three informants, consisting of two visitors and one administrator of Watugong Buddhagaya Monastery, namely Mba Dina.

The interview with Dina as the administrator of the monastery was conducted on 23 April 2024. Based on her statement, Dina asserted that although Watugong Buddhagaya Monastery was originally built as a place of worship for Buddhists, over time this monastery also began to be developed as a religious tourism destination that is open to the public. She said, *“Sebenarnya, tempat ini emang awalnya tempat ibadah. Tetapi pemilik dari vihara mengubah tempat ini jadi wisata karena banyak sekali potensinya, contohnya dari nama Watugong, itu kan berasal dari batu yang ada di depan vihara. Tapi, orang masih belum banyak*

yang tahu tentang tempat wisata ini, mereka tahunya kalo ini tuh tempat ibadah buat agama Buddha aja.”. This statement shows a change in orientation from the monastery as a pure place of worship to a public space that has educational, cultural and tourism functions. However, not all people know the tourism potential of this place due to the lack of information media that can educate the public at large.

To complement the data obtained from the management, researchers also interviewed two visitors to the monastery on 9 May 2024. Based on these interviews, it is known that the general public's perception of this monastery is still very limited. One of the visitors said, *“Kami awalnya ngira ini malah namanya pagoda, dan kami kira ini tempat ibadah. Karena dari penglihatan kami selama mengunjungi itu banyak tempat buat ibadahnya, lalu di Google Maps juga yang ter-highlight itu Pagodanya doang.”*

From this statement, it can be concluded that the lack of visual and narrative information about other elements besides the Avalokitesvara Pagoda causes the public to only recognise one side of the monastery's overall potential. Thus, the results of this interview further corroborate the findings from previous observations that there is a need for information media that is able to display the entire attractiveness of the monastery equally. An informative and visually appealing website is one of the strategic solutions to expand exposure and increase public understanding of the cultural and spiritual richness of Watugong Buddhagaya Monastery.

4.1.1.2 Planning

Based on the results of the Research and Information Collecting stage, researchers found that Watugong Buddhagaya Monastery has great potential in the aspect of religious tourism that has not been fully exposed to the wider community. Direct observations and interviews conducted showed a gap between the reality of the monastery's potential and the perception of the general public, who have only recognised the Avalokitesvara Pagoda as the main icon. In fact,

there are many other interesting elements such as the main monastery, Sleeping Buddha statue, meditative garden, and Buddhist ornaments that are full of cultural and spiritual values.

Seeing this condition, the author formulated a strategic plan in the form of digital information media development that is not only textual, but also visual and narrative. The products designed include:

1. Audiovisual Content Productions

In the form of photos and videos that represent each element of the monastery's attraction. These visualisations are expected to convey the atmosphere, historical value and architectural uniqueness of the monastery to visitors in a stronger and more tangible way. The audiovisual content production in this study plays a pivotal role in realizing the previously developed product concept, which is a promotional video titled "*Menemukan Damai di Watugong.*" This phase began once the planning process was concluded. The planning process included script development, storyboard drafting, and the formulation of a technical production schedule.

2. Interactive Website Development

It functions as an online information medium to reach out to the wider community. The website is designed to present the monastery's profile, activity gallery, latest news, as well as location and contact information. The design and structure of the website consider UI/UX principles to make it easily accessible and attractive on various devices. The author also proposes that all visual content produced be incorporated into the website, so that visitors can enjoy a digital experience that is close to the reality on site. Video content, for example, can be used to introduce some aspects of the monastery with the concept of a first-time tourist coming and seeing some of the buildings in the tourist attractions.

With this plan, the website-based digital strategy is expected to open wider access to information, increase public interest in visiting, and strengthen the position of Watugong Buddhagaya Monastery as one of the leading religious tourism destinations in Semarang City. In addition, this approach is in line with the needs of the digital era that demands information to be presented quickly, visually, and easily accessible to all communities.

4.1.1.3 Develop Preliminary Form of Product

In the product design process, researchers are involved in the website development stage, as well as the creation of audio-visuals. At this stage, the researcher plays a role according to the agreement that was made at the beginning of the product creation. Together with the author partner Althof Ath Thobarani, the researcher made all the processes of making websites and making audiovisual interactive websites for Watugong Buddhagaya Monastery. This website provides complete information regarding the beginning of development, history, attractions, activities, and news at tourist attractions. In this report, the researcher will explain in detail the beginning to end process of creating and selecting the code for the Watugong Buddhagaya Vihara website. This phase includes brainstorming to generate ideas, designing UI/UX for Website, preparing Features materials inside the website.

1. Audiovisual content production

The primary objective was to develop a cinematic arrangement of visual and auditory elements that could effectively convey the intended narrative, aligned with the objective to promote Watugong Monastery as a digital-based tourism destination. The filming took place at Watugong Monastery, where various significant locations were captured, including the Pagoda Avalokitesvara, Sanchi Gate, Dhammasala, and the Bodhi Tree. These locations were filmed using carefully selected angles and cinematic techniques, with the intention of creating a calm and contemplative mood. The narration was developed in the form of a

personal monologue, directed and voiced to match the storyline's emotional arc, allowing viewers to establish a personal connection with the narrative.

In the post-production stage, the collected footage underwent a systematic editing process. This process included the selection of the most effective shots, sequencing the scenes to ensure narrative coherence, enhancing the audio quality, adding background music, and inserting subtitles where necessary. This process also involved color correction and grading to ensure visual consistency and improve aesthetic appeal. The production efforts were strategically designed to reinforce the video's message, which asserts that Watugong Monastery is not only a sacred place of worship, but also a peaceful and culturally destination worth experiencing.

2. Interactive Website Development

In making an interactive website, researcher prepared several stages, namely brainstorming to generate ideas, designing UI/UX for the website, and preparing information materials inside the website. The step will explain as follows :

a. Brainstorming to generate ideas

At this stage, the researcher began to develop the initial form of the digital product to be developed, namely an interactive website for Watugong Buddhagaya Monastery. The main focus in this initial development was to design the content, information structure, and key features that could increase visitor attraction, strengthen public perception of the monastery's tourism value, and reach a wider audience, including foreign tourists.

The first step in this stage was to analyse and benchmark several leading tourism websites such as Dunia Fantasi and Aquarium of The Pacific. Both websites were chosen because they feature interactive, informative content and are designed with good user experience in mind. From the results of the analysis, the

researcher was inspired by the importance of attractive visual presentation, intuitive navigation, and diversity of content that is able to answer visitors' information needs. Next, the researcher began to design the content that would be included in the Watugong Buddhagaya Monastery website. The content includes:

1) Interesting Headlines

As an initial attention grabber, the main headline will feature the monastery's identity and main attractions, such as "Temukan Kedamaian dan Keindahan di Vihara Watugong."

2) Tourism Attractions

A description of the fourteen touristic elements present in the monastery area, including not only the Avalokitesvara Pagoda, but also various statues, the main monastery, and the meditative area.

3) Activities and Events

Provides information on religious events, Buddhist celebrations, and social and educational activities that are open to the public.

4) News and Current Information

An article or blog feature that can be updated regularly by the monastery manager, containing updates, appeals, and educational articles.

5) Audiovisual Content

Each page will be complemented by visual elements in the form of high-resolution photos and short videos showcasing the atmosphere, architecture and activities at the monastery, to enhance the user experience.

6) Language Translation

The website was designed with dual language features, namely Indonesian and English. The purpose of this feature is to make the information on the website accessible to international travellers and expand the monastery's promotional reach to the global market.

With the preparation of the initial form of the product structured and inspired by other professional websites, it is expected that the development of this website is not only informative but also provides a pleasant experience, easy to use, and effective in supporting the promotion of religious tourism of Watugong Buddhagaya Monastery.

This stage includes discussions related to what will be brought into the website so that it looks attractive, can be understood by visitors, and also adds interest for tourists to visit. The first discussion is about the website content plan by looking at several examples of other tourism websites such as Dunia Fantasi and Aquarium of The Pacific as the first idea for inspiration for the Watugong Buddhagaya Monastery interactive website. Then the next discussion is about what information will be marketed through the interactive website such as putting headlines, tourist attractions, activities, and also news about the monastery with added audiovisuals to make the website more interesting. And the last discussion is about translating the language on the website because the purpose of this interactive website is to be reached by international visitors.

b. Design UI/UX for Website

Identifying the needs of users and monastery managers is the first step in the UI/UX process. Some of the things that are of particular concern are detailed information about the monastery's profile, documentation of activities, and the ease with which users can get in touch with the management organisation. Once the needs are determined, wireframes or preliminary design sketches are created using design software such as Figma, which serves as a user blueprint.

The design was then developed to the interactive prototype stage and tested to observe ease of navigation, clarity of information, and responsiveness of the interface between elements. After going through a design revision stage based on the evaluation results, the design was implemented in statistically sound and top-performing HTML and CSS code.

The graphic display features a minimalist and clean theme with white and light brown colours that are consistent with religious nuances and tranquillity. The font used is Google Fonts, which has a sans-serif font style so that it is easy to use by all users, both on desktop and mobile devices. The following is an outline of the UI implementation for each main aspect :

1) Home Page

Described as the first point that provides an overall understanding of the monastery's identity. The main elements are a header with the monastery name and navigation menu, a hero image that visually represents the monastery, and a summary of current information. The homepage design also includes a call to action (CTA) so that users can quickly go to the profile, gallery or contacts.

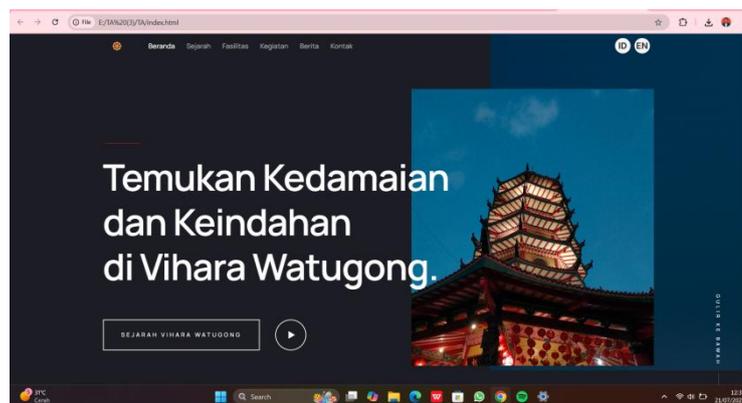


Figure 4.1 Home Page of Vihara Watugong

2) Profile Page

Provides information on the organisational structure, history, and mission of Wattugong Monastery. The content is organised in two columns, one for text and one for illustrations, so that it is not too complicated and still visually appealing.

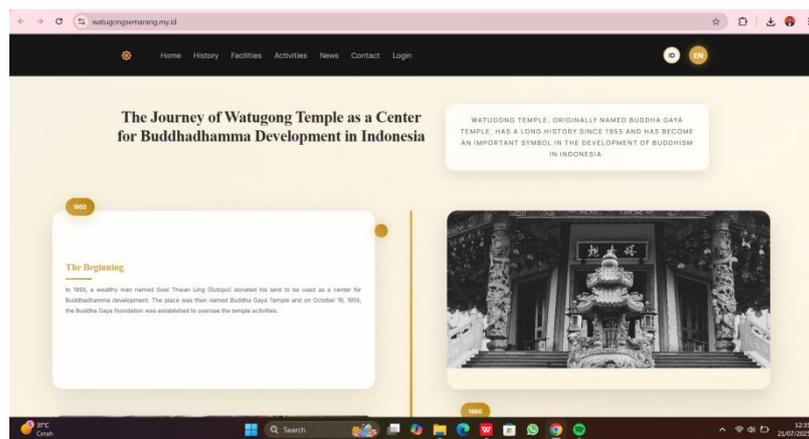


Figure 4.2 Profile Page of Vihara Watugong

3) Attraction page

Provides a comprehensive overview of the monastery's facilities and activities by capturing the details of each photo. The purpose of this article is to highlight the social activities and religious activities of the monastery.

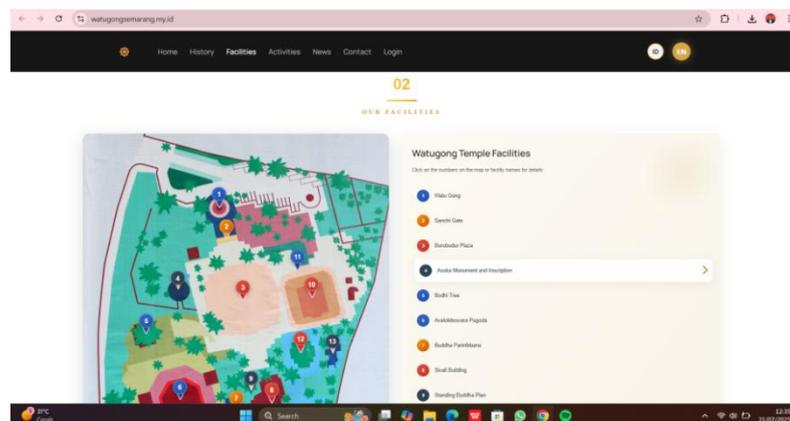


Figure 4.3 Attraction Page of Vihara Watugong

4) News Page

Displays a list of recent articles or monastery information. A thumbnail image, title, date and content summary are included with each entry. Users can click on the article to read the full article. With this design, visitors can easily get the latest information.

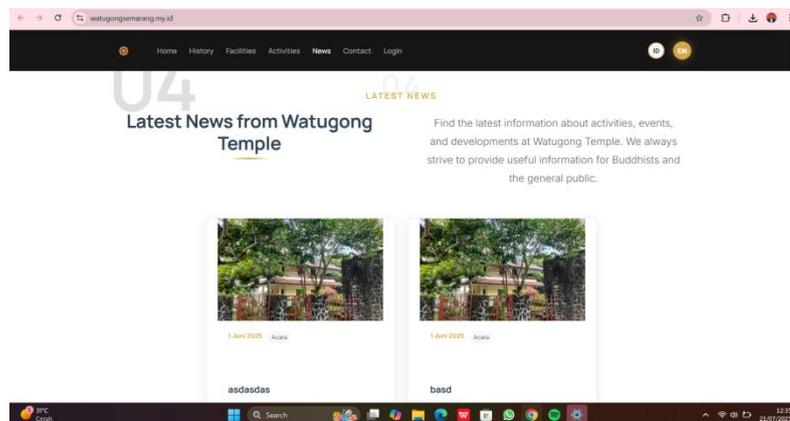


Figure 4.4 News Page of Vihara Watugong

5) Contact Page

It contains complete information such as address, phone number, email address, and location on an interactive map linked to Google Maps. In addition, visitors can send messages directly through the contact form. The page layout is simple and effective so that visitors can focus on what they want to do.

To make the page more accessible, the entire page is designed with a mobile-first approach. This means the design is optimised for mobile phones, or small screens, before proceeding to desktops and tablets. Every component of the user interface was tested to ensure that they are responsive, clickable, and read well across all devices.

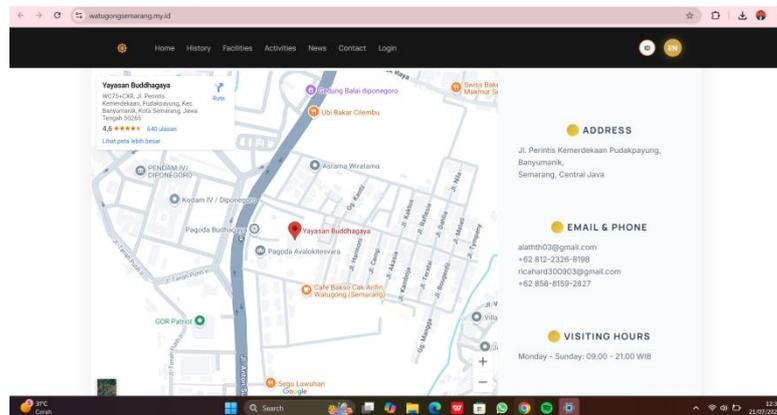


Figure 4.5 Contact Page of Vihara Watugong

Overall, the UI/UX design for the website was designed with the principles of readability, ease of navigation, consistency of visual design, and a religious aesthetic that aligns with the identity of Wattugong Monastery in mind. It is hoped that this will provide a pleasant and meaningful experience for everyone who visits it.

c. Preparing Features Materials Inside the Website

The Watugong Buddhagaya Monastery website was created with several important elements in mind, including user engagement, content clarity, and ease of access to information. These features are intended to give users an interactive experience in addition to just delivering information. A more thorough explanation of the feature implementation may be found below :

1) Responsive and Consistent Navigation

Every page of the website has a main navigation menu that is responsive and consistent. Located in the header, this navigation stays visible when the user navigates the page. The menu will automatically change its shape when seen on mobile devices, such as becoming a hamburger icon that may be clicked to display the menu, as part of the navigation design's mobile-first strategy.

2) Interactive Picture Collection

The gallery feature is an important tool for showing visitors the documentation of monastic operations. The collection, which features pictures of religious holiday celebrations, and meditations, is shaped like an appealing symmetrical grid. Users can click on any of these images to view a larger version in the original viewing mode because they employ the Lightbox2 plugin.

3) System for Dynamic News and Articles

The website has a special section for announcements and news that are overseen by the monastic administration. A title, publication date, thumbnail image, and a synopsis of the article's content are all included. Readers can choose which articles to read in their entirety. The file structure is made to be readily updated and can be expanded to a basic content management system (CMS) if necessary in the future, even though content management is still done manually using HTML files.

4) Integration of Location Maps

The contact page features an interactive map that uses the Google Maps Embed API to help visitors locate the monastery's actual location. This map features a precise location point with complete address information and can be zoomed in or repositioned. For out-of-town guests or new devotees who would like to visit the monastery in person, this option is quite beneficial.

5) Validated Contact Form

The monastery website operators have a straightforward yet efficient contact form to facilitate two-way conversation between visitors and the site. In order to guarantee that all fields are filled out accurately before to submission, the form employs JavaScript for input validation and includes name, email, and message fields. The manager's email address may receive submitted data, or it may be connected to a serverless backend solution like Google Forms.

6) High-Responsiveness and Accessibility Design

Every essential feature is made to work well on a variety of screen sizes, including laptops and smartphones. Elderly users' accessibility and eye comfort were also taken into consideration when selecting the font size, background color, and text contrast.

7) Basic Performance Optimisation

Gallery images have been optimised by using compressed formats (JPEG/WEBP) to improve access speed. In addition, CSS and JavaScript files are merged and collapsed to reduce file size and speed up loading, especially on networks with slow connections.

Overall, these features not only fulfil the monastery's key information needs, but also make the user experience more interactive and professional. The goal is to make the digitisation of Wattugong Monastery well achieved.

4.1.1.4 Preliminary Field Testing

In the next stage, researcher conducted preliminary field testing to validate the initial design of the product, in this case an interactive website as a media for promoting Watugong Buddhagaya Monastery tourism. This validation aims to evaluate the feasibility of the product from various aspects and identify shortcomings before the product proceeds to the final stage. In this process, the supervisor acts as a validator who has an important role in providing analysis, assessment, and suggestions for improvement of the product that has been developed. After the initial development and editing process was complete, the researcher sent the website trial link to the validator for a thorough review. The website sent is still in the trial version stage and has not been officially published, so feedback from validators is an important input in improvement. Validators assessed several main aspects that became indicators in the evaluation, including

the quality of website content, visual design, audiovisual completeness, and language use on the website.

During the validation process, the validator provided a number of important inputs and corrections, including increasing the number of words in the website information, adding visual effects to make the website look more attractive, and improving the audiovisual content to make it look clearer and have a communicative impression. These inputs were then used as a basis by researchers to make revisions to the product so that it could meet the eligibility criteria. This preliminary field testing stage is very important because it is a reference in measuring the effectiveness of the initial design and product readiness to enter the final testing stage.

**SURAT PERNYATAAN VALIDASI
DOSEN PEMBIMBING TUGAS AKHIR**

Saya yang bertandatangan di bawah ini:

Nama : Naila Rohmah, S.Pd., M.Li.
NIP : 198912262024062001
Prod : Bahasa Asing Terapan

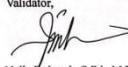
Menyatakan bahwa proyek tugas akhir atas nama mahasiswa:

Nama : Richard Andreas Bastiaan
NIM : 40020521650097
Prod : Bahasa Asing Terapan
Judul TA : Developing Interactive Website of Watugong Monastery
Semarang as A Catalyst To Increase Tourism Interest

Setelah dilakukan penilaian atas proyek tersebut dapat dinyatakan:

<input type="checkbox"/>	Layak digunakan tanpa revisi
<input checked="" type="checkbox"/>	Layak digunakan dengan revisi sesuai aturan
<input type="checkbox"/>	Tidak layak

Demikian surat validasi ini dibuat agar dapat digunakan sebagaimana mestinya.

Semarang, 25 Juli 2025
Validator,

Naila Rohmah, S.Pd., M.Li.
NIP 198912262024062001

Catatan:
Pengisian kolom diberi tanda (✓)

Figure 4.6 Validation Form

4.1.1.5 Main Product Revision

After the preliminary field testing stage was passed and researchers obtained a number of inputs from validators, the next stage was Main Product Revision. This stage aims to improve the product based on the results of previous evaluations and feedback, so that the Watugong Buddhagaya Vihara promotional website can appear more optimal, communicative, and suitable for wider publication. The revisions made include several important aspects, including:

a. Increase in word count of information content

Some parts of the web page were added with longer and more informative sentences to make the message more easily understood by visitors. Descriptions of tourist attractions were expanded to provide a richer and more interesting context.

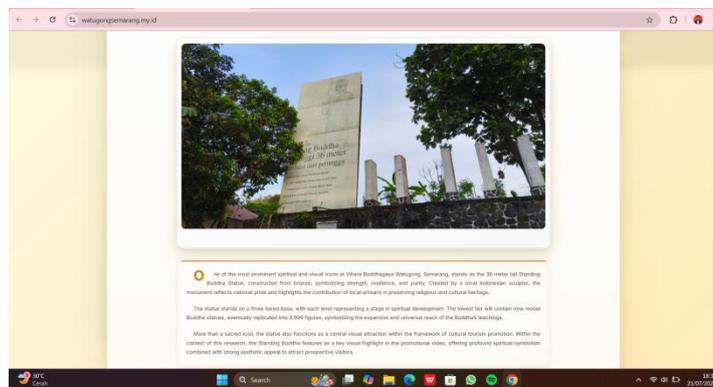


Figure 4.7 Increase Word for Attraction Page

b. Improved visual elements on home page

Researcher added simple animations such as flower effects as a symbol of tranquility, hover on buttons, and background colour changes while scrolling to give users a more interactive and professional experience.

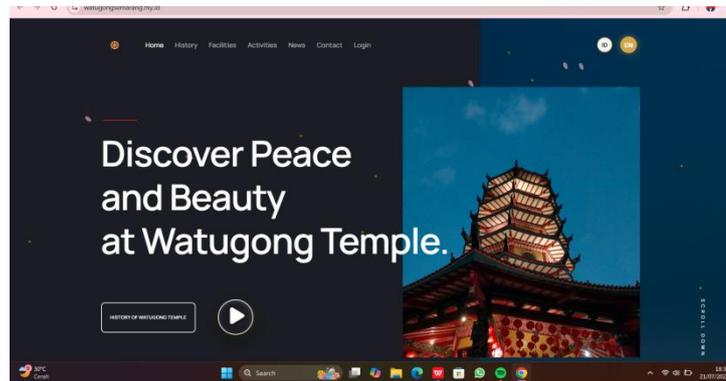


Figure 4.8 Flower Effects for Home Page

c. Audiovisual content updates

The addition of some recent photos taken on-site at Watugong Buddhagaya Monastery, especially elements of the attraction that had not previously been exposed. The photos were then integrated into the gallery page and main content.

After the revision process was complete, the final product was submitted to the supervisor as the validator for review. This process aims to ensure that the revisions made are in accordance with previous suggestions and meet the eligibility standards as a digital promotional media.



Figure 4.9 Video “Menemukan Damai di Watugong” on Home Page

This main product revision is an important step as well as a decisive stage before the product is published to the general public. The revised version of the website is then prepared for a dissemination test through a questionnaire that will be given to two target groups, namely visitors (tourists) and monastery administrators. The aim is to obtain feedback on the quality and effectiveness of the product that has been developed, as an evaluation material for the next stage.

With the completion of the main revision stage, the Watugong Buddhagaya Monastery website is expected to function optimally as an informative, attractive and inclusive religious tourism promotion tool.

4.1.1.6 Operational Field Testing

Before the website was officially published, the website first goes through a trial stage, the aim is to filter input from various perspectives so that the website is ready for use. The focus of the evaluation was divided into three crucial aspects, content, audiovisual quality, and clarity in language use. Responses were also collected from 3 monastery managements and 29 general public outside Semarang. One of the major concerns in this test was the accuracy of the information conveyed in the form of content and English translation. The survey was conducted via google form which was opened from 3 July to 4 July 2025 using a Likert scale of 1 - 4 to measure the assessment. The results obtained are the basis for final improvements before the website is actually disseminated to the public.

Through the distributed questionnaire, 32 respondents were obtained with the following results.

Table 4.1 Table of Statements

No	Statements	Average	Interval
1.	The website design is visually attractive and appropriate for cultural tourism	3.68	Strongly Agree

2.	Website navigation is easy and user-friendly	3.71	Strongly Agree
3.	Information about the history, attractions, and activities of the Vihara is clear and informative	3.81	Strongly Agree
4.	The website provides enough information for planning a visit	3.71	Strongly Agree
5.	Interactive features (photo gallery, videos, maps) enhance understanding of the site	3.74	Strongly Agree
6.	Multimedia content (photos/videos) is high-quality and relevant	3.68	Strongly Agree
7.	The use of language on the website information is easy to read and well visible	3.74	Strongly Agree
8.	The subtitles are easy to read and well visible	3.77	Strongly Agree
9.	The subtitle of video are easy to understand	3.65	Strongly Agree
10.	The subtitles match the audio appropriately	3.68	Strongly Agree

Based on the evaluation results using a Likert scale of 1-4, all statements in the questionnaire regarding the features and content of the Watugong Buddhagaya Monastery interactive website obtained an average of above 3.25. This means that all aspects were rated in the ‘Strongly Agree’ category by the respondents. This indicates that in general, the website has met users' expectations in terms of visual design, ease of navigation, cultural information presented, interactive features, and multimedia quality. The statement that obtained the highest average score was ‘Information regarding the history, attractions and

activities of the monastery is clearly explained and informative' with a score of 3.81. This confirms that the website's main strength lies in delivering cultural narratives that are educative and easy to understand. Meanwhile, the statement 'Video subtitles are easy to understand' recorded the lowest mean score of 3.65, although it remains in the 'Strongly Agree' category, thus still indicating a positive response but could be a concern for further improvement.

In addition, based on the questionnaire entries, it was found that the highest access platform to the website came from the recommendation of friends or relatives, followed by search engines such as Google, and then social media. This finding indicates that word-of-mouth is still very influential in introducing the website to the public, which can be the basis for strengthening the dissemination strategy through communities and social networks. With a high level of respondent satisfaction and effective distribution channels, this website is considered very potential to be further utilised as a digital-based tourism promotion media that prioritises cultural values and easy access to information.

4.1.1.7 Final Product Revision

This final stage of product development, before public release, ensures that the developed product is suitable for widespread use in terms of appearance, content, and functionality. Final revisions also aim to refine the product based on the results of previous trials so that users have the best experience possible.

At this stage, researchers sent questionnaires to users who had tried various products. The results indicated that the majority of users found the website appearance and information to be satisfactory, with particular praise directed towards its ease of navigation, clarity of content, and visual appeal. However, minor improvements were suggested. For instance, the latest information on tourist attractions should be added, and the menu layout should be adjusted to make it easier for the general public to understand.

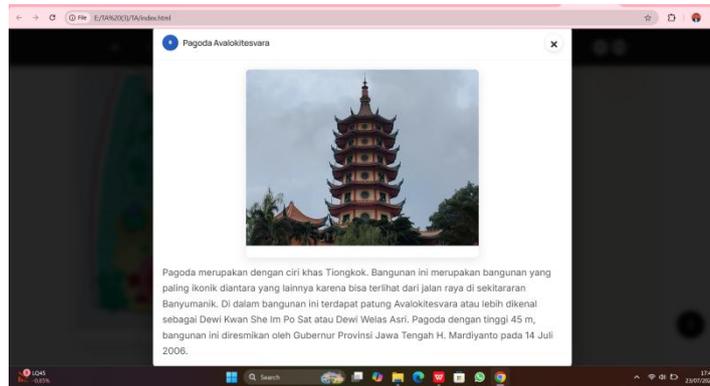


Figure 4.10 Before Final Revision

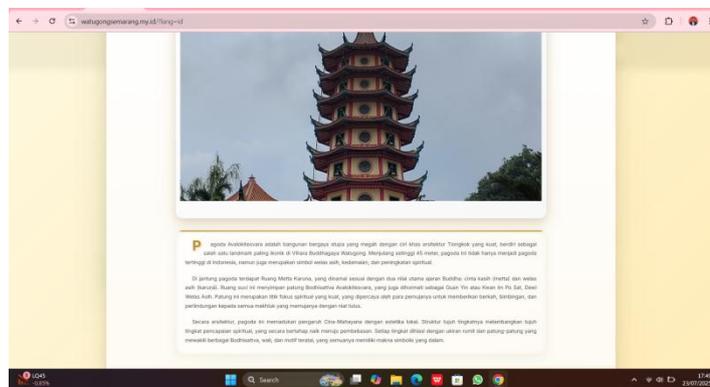


Figure 4.11 After Final Revision

In response to this feedback, the researchers made final changes by adding more detailed information to the tour description section, updating several photos with high resolution, and adjusting the interface to be more responsive on mobile devices. These revisions were made to enhance the product functionality, aesthetic appeal, and user experience.

Once this stage is complete, the product is ready to be published and used as an attractive, informative, and accessible digital promotional medium, especially for promoting the historical appeal of the Watugong Monastery.

4.1.1.8 Disseminating and Implementing

In the final stage of the product development process, researcher carried out dissemination and implementation as the conclusion of activities in the R&D method. This stage aimed to disseminate and ensure that the Watugong Monastery tourism promotion website could be optimally utilized by the community and tourism managers.

The dissemination stage included the introduction of the website to the wider community through several strategies. First, the researcher published the website through the official Google platform so that it could be indexed and more easily found by potential tourists searching for information on the internet. In addition, the researcher delivered a short presentation to the administrators of the Buddhagaya Watugong Temple. In this presentation, they explained the functions, content, and benefits of the website as a digital promotional tool. The objective of this activity is twofold there are to enhance the visibility of Vihara Buddhagaya Watugong as a historical and spiritual tourist destination in Semarang, and to provide structured information to the public.

Following the completion of the dissemination process, the researchers advanced to the implementation stage by uploading the website to a public hosting service, thereby enabling widespread access by users. The researcher also verified that all website features were operational, including the location map, tourist attraction information, the latest news, and event schedules at the temple. These features were tested to ensure functionality and ease of access for users.

In addition, researcher also serve as administrators, overseeing the management of content on the website. This is done to ensure that the information presented remains relevant and up-to-date in line with developments at the temple. In the future, users or potential tourists will be able to access information easily through their devices, such as smartphones or computers.

The dissemination and implementation stage is a clear expression of the researchers mission to create digital media that serves as a bridge between tourism managers and visitors. This website is expected to be an effective promotional solution that reaches a wider audience without spatial and temporal limitations, as well as strengthening the image of Vihara Buddhagaya Watugong as one of the leading historical tourist destinations in the city of Semarang.

4.2 Discussion

The final product of this research is an interactive website designed to promote Vihara Buddhagaya Watugong as a historical and spiritual tourism destination in Semarang. This website serves as a comprehensive digital platform, offering visitors various information such as the history of the monastery, points of interest within the site, scheduled activities, and visual documentation including photographs and a short promotional video. The website integrates audiovisual elements and multilingual content to cater to both local and international audiences. It was created with a minimalist, user-friendly design to ensure that the digital experience is accessible and engaging for all users. Overall, the website aims to function as a modern promotional media that bridges the gap between historical tourism and digital innovation.

The audiovisual production process began with conceptual planning, followed by location scouting, filming, and post-production editing. The promotional video titled "*Menemukan Damai di Watugong*" was developed to emotionally connect with viewers through peaceful narration and cinematic visuals. One of the main challenges encountered was environmental noise interference during on-site recording, which affected the audio clarity. This issue was mitigated by rescheduling certain recordings during quieter hours and applying noise reduction techniques in post-production. Additionally, managing the coordination between scenes and actors required adaptive scheduling and flexible directing to maintain the narrative flow of the video.

The website development process went through several key stages, including planning, design, development, testing, and deployment. It began with benchmarking other tourism websites to determine essential features, such as historical information, photo and video galleries, Google Maps integration, and contact access. The UI/UX design prioritized responsiveness and simplicity to ensure compatibility across all devices, using Figma for wireframes and mockups.

The site was built using HTML, CSS, and JavaScript, with content optimized for speed and SEO. One major challenge was maintaining visual consistency across browsers and devices. This was solved by refining CSS styling and conducting repeated testing. Another challenge was translating content into English, which required careful adjustment of layout and wording to fit both languages properly.

During deployment, the website faced errors related to hosting configuration, which were resolved by switching to a more reliable hosting provider. Additionally, feedback from user testing highlighted several improvements such as clearer button labels and more readable font sizes which were addressed in the revision phase. In the end, the website successfully launched as an interactive, informative, and accessible platform for promoting Vihara Buddhagaya Watugong.

The results of this final project support the findings of previous research. Wardani and Vanel (2024) stated that Buddhagaya Watugong Monastery had not yet maximized its digital marketing strategy, particularly in terms of utilizing interactive platforms. This research contributes to filling that gap by developing a dedicated website that presents complete and structured information about the monastery. In addition, the study also supports the research of Magfiroh and Syarif (2025), which emphasized that websites play a vital role in destination branding by providing official and accessible information. Through the developed website, visitors can now access history, attraction points, maps, and updated news regarding the monastery, which aligns with their findings.

Furthermore, the product in this research enhances what has been previously discussed by Elhalim, Elias, and Farrag (2023), who emphasized the importance of communication clarity and accessibility in tourism websites. The interactive features and responsive design developed in this study demonstrate how practical application of these concepts can significantly improve user experience and support tourism promotion. Therefore, this final project strongly aligns with and supports the direction of previous research, while also offering new solutions through a product that is customized to local cultural and tourism needs.

After undergoing multiple development and revision phases, the final version of the interactive website was officially launched and made publicly accessible on 29 June 2025. This launch marks the culmination of the research and development process, aiming to provide lasting contributions to the promotion of historical tourism in Semarang. With its comprehensive features, engaging visuals, and user-centered design, the website is expected to serve as a digital gateway for both tourists and the general public to explore and appreciate the rich cultural heritage of Watugong Buddhagaya Monastery.