

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the research conducted through multiple stages, it can be concluded that the promotional video *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan* serves as an effective medium to showcase the potential of *Pasar Sawahan* in *Desa Wisata Kalongan*. This study addressed the lack of professional promotional media capable of highlighting the cultural and culinary values of traditional markets. Using a Research and Development (R&D) approach with a simplified Borg and Gall (1983) model, the research produced a video that underwent planning, production, validation, revision, and operational testing.

The video effectively presents the uniqueness of *Pasar Sawahan* through its market atmosphere, community interactions, and traditional cuisine, while diverse filming techniques enhance visual quality and narrative engagement. Evaluations from local residents, students, and international audiences provide highly positive feedback, noting that the video is clear, visually appealing, and capable of encouraging interest in visiting *Pasar Sawahan*. Distribution via YouTube further expands its reach to international audiences. Overall, this study contributes to the development of *Desa Wisata Kalongan*, supports the local creative economy, and helps preserve the cultural values of the community through *Pasar Sawahan*.

The feedback gathered from the local Kalongan community, students of Applied Foreign Languages, a broader student population, and an international audience indicated a generally positive response toward the *Pasar Sawahan* promotional video. The local community appreciated the way the video captured the cultural and economic significance of the market, considering it a valuable medium to promote local tourism. Students of Applied Foreign Languages highlighted the clarity of the narration and the coherence of the storyline, which effectively communicated the essence of *Pasar Sawahan*. The wider student

population responded positively to the engaging visuals and dynamic presentation, which made the traditional market appear attractive and unique. Meanwhile, the international audience perceived the video as an informative and compelling introduction to Indonesia's cultural tourism, particularly in *Desa Kalongan*. Overall, the diverse respondents acknowledged the video's role in raising awareness, strengthening the image of *Pasar Sawahan*, and contributing to the promotion of community-based tourism.

5.2 Suggestions

Based on the experience gained during the production of *Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan*, the researcher recommends the importance of careful planning to anticipate both technical and non-technical challenges, such as sudden changes in weather during filming around *Pasar Sawahan* and the unpredictable crowd at the market. Preparing a backup plan is crucial to avoid production delays, especially when working with local residents who might have limited availability. The author also suggests adopting a more personal approach in communicating with local residents, the chairperson of the tourism awareness group, market management, as well as sellers and visitors to ensure interviews run smoothly and build mutual trust.

Furthermore, the author emphasizes the importance of thorough cultural research and proper language validation in the production of local documentary films, particularly regarding translation and subtitle preparation. Considering online distribution, future filmmakers should ensure that terminology, narrative flow, and translations can bridge cross-cultural understanding without losing the local context. Cultural representations, such as the tradition of using *uang uli*, the uniqueness of the market schedule according to the Javanese calendar, and the history of *Pasar Sawahan*, should be presented accurately and narratively so that the documentary not only provides information but also stimulates interest and appreciation for local cultural heritage.