

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusions

Based on the results of research conducted through several stages, it could be concluded that the production of the promotional video “*Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan*” had been successfully realized as an effective promotional medium to introduce the potential of *Pasar Sawahan* in *Desa Wisata Kalongan*. This research originated from the issue of a lack of professional promotional media capable of highlighting the cultural and culinary values of traditional markets. Through a Research and Development (R&D) approach using a simplified Borg and Gall (1983) model, this research produced a promotional video that underwent planning, production, validation, revision, and operational testing stages.

The development results indicated that this promotional video effectively showcased the uniqueness of *Pasar Sawahan* through its market atmosphere, community interactions, and traditional cuisine, which were its main attractions. The use of diverse filming techniques further enhanced the visual quality and narrative, making it more engaging to watch. Testing conducted on various respondent groups, including local residents, students, and international audiences, yielded highly positive feedback.

The majority of respondents found the video easy to understand, visually appealing, and capable of encouraging interest in visiting *Pasar Sawahan* directly. The use of the YouTube digital platform as a distribution medium also expanded the audience reach, making the video potentially accessible to international tourists. This study was expected to make a tangible contribution to supporting the development of *Desa Wisata Kalongan*, promoting local creative economies, and preserving the

cultural values of the *Desa Wisata Kalongan* community through the existence of *Pasar Sawahan*.

5.2 Suggestions

Drawing from the experiences gained during the production of "*Rasa, Rupa, Rawuh: Savoring the Scenery and Soul of Pasar Sawahan*," the author highlights the significance of thorough planning to address both technical and non-technical challenges. These challenges include unexpected weather changes during filming around *Pasar Sawahan* and unanticipated crowds at the market. It is essential to have backup plans in place to prevent production delays, particularly when collaborating with local residents who may have limited availability. The author also suggests taking a more personal approach in communications with local residents, leaders of tourism awareness groups, market management, vendors, and visitors. This approach can facilitate smoother interviews and foster mutual trust.

Furthermore, the author underscores the necessity of conducting in-depth cultural research and ensuring accurate language validation in local documentary film production, especially concerning translation and subtitle preparation. With the rise of online distribution, future filmmakers should strive to ensure that terminology, narrative flow, and translations promote cross-cultural understanding while preserving the local context. Cultural elements, such as the tradition of using *uli* money, the unique market schedules based on the Javanese calendar, and the history of *Pasar Sawahan*, should be presented accurately and engagingly. This way, the documentary can not only inform viewers but also inspire interest and appreciation for the local cultural heritage.