

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This study aims to develop the documentary video “Voices Between Screens” as an educational resource on the profession of Audiovisual Translator (AVT), which is still not widely understood by students and the general public. The results of a needs analysis conducted among 33 students in the Applied Foreign Languages Program at Universitas Diponegoro indicate that understanding of the Audiovisual Translator profession remains limited. Nevertheless, the respondents showed a high level of interest in the profession and expressed the need for educational media that can explain the role, duties, skills, and career prospects of an Audiovisual Translator. Based on these needs, the documentary video “Voices Between Screens” was developed, presenting the experiences and perspectives of Audiovisual Translation practitioners through interviews, narration, and supporting visuals.

Following the development of the documentary video, the Main Field Testing involving 35 students from the Applied Foreign Languages Program at Diponegoro University, the documentary received an average score of 3.6, which falls into the “Strongly Agree” category. These results indicate that the developed documentary effectively conveys information about the profession of Audiovisual Translator in a clear, engaging, and easily understandable manner. In addition, the majority of respondents stated that they gained a better understanding of Audiovisual Translation after watching the documentary and no longer felt confused about the profession.

Thus, it can be concluded that the documentary has successfully established itself as a valid and effective educational tool for introducing the profession of audiovisual translator to students and the general public. The documentary has also successfully achieved its primary objective, which is to improve the audience’s

understanding of the role, responsibilities, skills, and challenges faced by an audiovisual translator in the digital age.

5.2 Suggestion

Based on the results, there are several recommendations that can be considered for product development and future research. First, future research could develop educational materials on Audiovisual Translation by involving more practitioners from various fields, such as dubbing and game localization, so that the scope of the information presented becomes broader and more comprehensive. The development of educational media can be carried out in various other formats, such as documentary series, podcasts, or interactive digital media, to reach a more diverse audience and increase user engagement. Further research can also measure the effectiveness of the media more deeply through experimental methods, such as the use of pre-tests and post-tests, so that improvements in audience understanding can be measured quantitatively. In addition, The Applied Foreign Languages Program at Universitas Diponegoro can also use the documentary video “Voice Between Screens” as a supplementary learning resource, for program promotion, and to introduce the profession of Audiovisual Translator to students and the general public. Given that the audiovisual industry continues to evolve alongside technological advancements and artificial intelligence, updates are necessary to ensure the information remains relevant to the current state of the audiovisual translation industry.