

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

The development of the bilingual promotional video entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” was successfully completed through the implementation of the 4D development model introduced by Thiagarajan et al. (1974), consisting of Define, Design, Develop, and Disseminate stages. The process began with the define stage, where the need for a visual-based promotional medium that could effectively convey information was identified. This stage served as the basis for planning the subsequent development activities. During the design phase, various pre-production activities were carried out, including determining the nine-segment video structure, preparing the narration script, designing the storyboard, location surveys, arranging filming permits, and creating a production timeline. Afterward, the project entered the develop stage, which involved both production and post-production processes. The production activities included shooting and voice over integration, while post-production covered video editing, subtitle translation and integration, music and sound effects, subtitle proofreading, color grading, addition of the credits, finalization and rendering. Through these processes, the initial concept was transformed into a complete promotional video. The final phase, disseminate, focused on distributing the finished product to the target audience. As part of this stage, the completed video was published on the *Bahasa Asing Terapan SV Undip* YouTube channel under the title “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*”.

The bilingual promotional video received highly positive feedback from stakeholders and respondents alike. Based on the evaluation results, the video achieved an overall average score of 3.3, which falls within the “Strongly Agree” category, indicating a high level of acceptance and satisfaction with the final product. Stakeholder feedback, particularly from Mr. Fauzan as the Vice Chairman of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*), emphasized that the integration of visuals, narration, and bilingual subtitles effectively conveyed the

historical background, architectural features, and cultural significance of *Masjid Menara Layur* in an engaging and accessible manner. This positive stakeholder feedback was reinforced by the responses of both domestic and international participants, who rated the video favorably in terms of information clarity, visual quality, and its effectiveness as a tourism promotional medium. The findings suggest that the video successfully fulfilled its intended purpose and serves as an appropriate promotional tool for introducing *Masjid Menara Layur* as a cultural and historical tourism destination to a broader audience.

## **5.2 Suggestion**

The development of a tourism promotional video requires careful planning and effective implementation throughout the production process. Therefore, future researchers are encouraged to prepare a more detailed production plan before filming begins. Proper preparation can help anticipate potential challenges, such as unfavorable weather conditions, technical equipment issues, and difficulties in accessing filming locations, allowing the production process to run more smoothly and efficiently. In addition, the use of more innovative visual elements, such as drone cinematography, motion graphics, or animated infographics, is recommended to enhance the attractiveness of promotional videos. These technologies can help present the historical background, cultural value, and unique features of a tourism destination in a more engaging way, making the promotional message more effective and appealing to audiences.

For the product testing stage, future studies are encouraged to involve a more diverse group of respondents, particularly international tourists from different countries and cultural backgrounds. This may provide more comprehensive feedback and a broader understanding of how promotional videos are perceived by global audiences. Furthermore, it is hoped that this study can serve as a reference for the development of tourism promotional media that not only functions as a marketing tool but also contributes to the preservation and promotion of Indonesia's cultural and historical heritage.