

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

This study successfully developed a bilingual promotional video titled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*” through a Research and Development (R&D) approach by adapting the 4D model proposed by Thiagarajan et al. (1974), which encompasses four stages: define, design, develop, and disseminate. At the define stage, the need for informative visual promotional media was identified as the foundation for the entire development process. The design stage then covered the whole pre-production process, including the formulation of the nine-segment concept, narration script writing, storyboard creation, location surveys, filming permit arrangements, and production scheduling. Subsequently, the develop stage integrated the production process, namely shooting and voice-over recording, with post-production, which encompassed video editing, voice-over integration, subtitle translation and integration, music and sound effects, subtitle proofreading, color grading, addition of the credits, finalization and rendering, thereby successfully translating the established design into a complete final product. At the disseminate stage, the finalized video was uploaded to Bahasa Asing Terapan SV Undip YouTube channel, entitled “Sailing Through History: The Cultural Heritage of *Masjid Menara Layur*”.

The video received an overwhelmingly positive response from all stakeholders, with an overall average score of 3.3 (Strongly Agree). Mr. Fauzan, vice leader of the *Kampung Melayu* Tourism Awareness Group (*Pokdarwis*), stated that the combination of visuals, narration, and translated text effectively conveyed the historical, architectural, and cultural heritage values of *Masjid Menara Layur* in an engaging and accessible manner. In line with this, both domestic and international respondents likewise gave positive assessments regarding the clarity of information, visual quality, and the video’s suitability as a tourism promotional

medium. Thus, this bilingual promotional video is considered appropriate and effective in introducing *Masjid Menara Layur* as a cultural and historical tourist destination to a wider audience.

## **5.2 Suggestion**

The success of developing tourism promotional videos is determined not only by the quality of the final product but also by the thoroughness of the planning and the appropriateness of the strategies implemented during the research process. Based on the experiences and findings obtained in this study, the researcher offers several recommendations that are expected to serve as a reference for future research focused on the development of video-based tourism promotional media.

First, future researcher are advised to develop a comprehensive production plan from the outset, including measures to anticipate technical challenges and unforeseen on-site conditions such as unfavorable weather, equipment limitations, or restricted access to filming locations, so that the production process can proceed smoothly and in accordance with the established schedule. Second, future researcher are advised to explore the use of more advanced visual technologies, such as drone footage or infographic animations, to present the architectural value and historical depth of cultural heritage sites in a more dynamic, informative, and visually engaging manner for the target audience. Third, future researcher are advised to expand the scope of respondents in product testing by involving international tourists from a wider range of cultural backgrounds, to ensure that the feedback obtained more comprehensively and accurately reflects the perspectives of a global audience. Ultimately, it is hoped that this study can serve as a meaningful contribution to the broader effort of promoting Indonesia's cultural heritage through innovative and accessible media.