

CHAPTER V

RESULT AND DISCUSSION

5.1 Conclusion

This study aimed to develop a bilingual comic as a promotional medium for Wonolopo Tourism Village in Gunungpati and to identify stakeholders' feedback regarding the developed product. The study employed the Research and Development (R&D) method adapted from Borg and Gall, consisting of several stages, namely research and information collecting, planning, developing a preliminary form of product, preliminary field testing, main product revision, main field testing, final product revision, and disseminating and implementing.

The result of this study is a bilingual comic entitled *Beyond Treeveil: The Wonolopo Village*, which presents the tourism attractions, cultural heritage, local traditions, historical values, and community activities of Wonolopo Tourism Village through a fantasy-adventure storyline. The comic was developed by integrating visual storytelling, character design, illustrations, and bilingual content in Indonesian and English to create an engaging and informative promotional medium. The development process ensured that the content accurately represented the identity and uniqueness of Wonolopo Tourism Village while remaining accessible to a wider audience.

Based on the results of the field testing and stakeholder evaluations, the developed comic received positive responses in terms of visual appearance, storyline, language use, cultural representation, and effectiveness as a promotional medium. The findings indicate that the comic successfully introduced the tourism potential of Wonolopo Village in an attractive and easy-to-understand manner. Furthermore, the bilingual format enabled the comic to reach both domestic and international audiences, increasing its potential as a tourism promotion tool. Therefore, it can be concluded that the bilingual comic is an innovative and effective medium for promoting Wonolopo Tourism Village while supporting cultural preservation and community-based tourism development.

5.2 Suggestion

Based on the findings of this study, several suggestions are proposed. First, Wonolopo Tourism Village management is encouraged to utilize the developed comic as part of its promotional strategy through social media platforms, tourism events, educational activities, and other digital channels to increase public awareness of the village.

Second, future researchers are recommended to further develop the comic by incorporating interactive digital features, animation, webtoon formats, or augmented reality elements to enhance audience engagement. Future studies may also involve a larger number of respondents and evaluate the long-term impact of comic-based promotion on tourists' interest and visitation intentions.

Finally, local communities and tourism stakeholders are encouraged to continue preserving and promoting the cultural heritage of Wonolopo Village through creative media. By combining local wisdom with innovative promotional approaches, tourism villages can strengthen their identity, attract more visitors, and support sustainable tourism development.