

**DESIGNING AN INTERACTIVE VIDEO FOR  
TOURISM DESTINATION AROUND YOGYAKARTA  
INTERNATIONAL AIRPORT FOR SHORT TRIP**



**FINAL PROJECT**

**A Partial Fulfilment of the Requirements for the Degree of Bachelor of Applied  
Foreign Language**

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**2026**

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**DESTINATION AROUND YOGYAKARTA INTERNATIONAL**

**AIRPORT FOR SHORT TRIP**

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## **MOTTO**

“Besok dan seterusnya adalah rahasiaku, tidak perlu di tebak dan tidak perlu gelisah. Hiduplah sebaik-baiknya hari ini”.

(QS. Al-Luqman ayat 33)

“You could hate your life, but the only actor or actress in your life stage is you. If you hate your life, maybe your life hated you too. But if you love your life, your life loves you back too”.

(Kim Namjoon of BTS)

““You’re doing fine. Sometimes you’re doing better, sometimes you’re doing worse. But at the end it’s you. So, I want you to have no regrets, I want you to feel yourself grow and just to love yourself”.

(Mark Lee)

## ACKNOWLEDGMENTS

In praise and Thanksgiving, the author prays to the presence of God Almighty for all His blessings and gifts, so that the author can complete the Final Project entitled "Design an Interactive Video for Tourism Destination Around Yogyakarta International Airport for Short Trip" well. This Final Project is prepared as one of the requirements to obtain an Applied Bachelor's degree in the Applied Foreign Language Study Program, Universitas Diponegoro.

In preparing this Final Project, the author realized that this work would not be completed without the help, support, prayers, and enthusiasm of the parties involved. Therefore, with humility, the author expresses his gratitude to:

1. Rezki Fatimah, S.S., M.Hum., as the supervisor, for the guidance, direction, patience, and also knowledge that has been given to the author during the process of preparing this Final Project so that the author can complete this Final Project well.
2. Sriwahyu Istana Trahutami, S.S., M.Hum., as the head of the Applied Foreign Language study program, Vocational School, Universitas Diponegoro.
3. All lecturers and administrative staff of the Applied Foreign Language study program at Universitas Diponegoro, who have provided knowledge, assistance, and services during the author's education.
4. My two beloved parents, Ayah Imam Heri Isnanto and Mama Astutik, who always gave love, endless prayers, support, and sacrificed tirelessly for the author. Thank you also to Mas Dimas, Adik Daffa, Kak Tika, and my niece Alora, who have been a source of happiness and enthusiasm for the author.
5. Hadaayaa Hayyu Aqiilah, as an intern and research friend who has struggled together with the author in completing this Final Project product. Thank you for going through every process together, from planning and implementation to this research.

6. The group "Hah Heh Hoh" consisting of Anne Marie Heidija, Geva Kahana Febriantika, and Hadaayaa Hayyu Aqiilah. Thank you for being a place to complain, share stories, laughter and support for each other.
7. Ressa Alfonia, S.Pt., M.Pt., as family. Thank you for helping the author from the beginning of the entry to the end of this lecture period.
8. The KKN-T IDBU 41 team, especially the Dusun Tumbrep team. Thank you for sharing experiences, togetherness, and memories that will be remembered forever.
9. Reni Febrianti, the author's best friend since senior high school. Thank you for always being a loyal listener and for your unwavering support through every situation.
10. The entire team and friends involved in completing the final project product. And all the friends involved that the author cannot mention.
11. Kim Doyoung, who, through her voice, hard work, and passion, motivated the author to persevere, rise, and complete this Final Project—all members of NCT, and also LANY.
12. Kopi Kenangan Ahmad Yani, Kopi Kenangan Ruko Tembalang, and Parjo, who witnessed various processes of working on this Final Project.
13. Myself, Azhara Putri Dwi Maharani. Thank you for surviving all the storms over the years, through fear, fatigue, and doubt, and for keeping going. Thank you for not giving up and trying to get back up until you can finally complete this Final Project.

The researcher welcomes any constructive criticism and suggestions for the improvement of this final project.

Semarang, 21<sup>st</sup> July 2026



Azhara Putri Dwi Maharani

## TABLE OF CONTENT

|                                                 |             |
|-------------------------------------------------|-------------|
| <b>STATEMENT OF ORIGINALITY .....</b>           | <b>ii</b>   |
| <b>APPROVAL SHEET A FINAL PROJECT .....</b>     | <b>iii</b>  |
| <b>ACCEPTANCE .....</b>                         | <b>iv</b>   |
| <b>ACKNOWLEDGMENTS .....</b>                    | <b>vi</b>   |
| <b>TABLE OF CONTENT .....</b>                   | <b>viii</b> |
| <b>LIST OF FIGURES .....</b>                    | <b>x</b>    |
| <b>LIST OF TABLES.....</b>                      | <b>xi</b>   |
| <b>LIST OF APPENDICES .....</b>                 | <b>xii</b>  |
| <b>ABSTRACT .....</b>                           | <b>xiii</b> |
| <b>ABSTRAK .....</b>                            | <b>xiv</b>  |
| <b>CHAPTER I INTRODUCTION.....</b>              | <b>1</b>    |
| 1.1 Background .....                            | 1           |
| 1.2 Research Questions .....                    | 3           |
| 1.3 Research Objectives .....                   | 3           |
| 1.4 Benefits of the Research.....               | 3           |
| 1.5 Output of the Research .....                | 4           |
| <b>CHAPTER II LITERATURE REVIEW .....</b>       | <b>5</b>    |
| 2.1 Theoretical Framework .....                 | 5           |
| 2.1.1 Tourism .....                             | 5           |
| 2.1.2 Yogyakarta International Airport .....    | 5           |
| 2.1.3 Short Trip .....                          | 7           |
| 2.1.4 Pantai Glagah.....                        | 7           |
| 2.1.5 Pantai Congot.....                        | 8           |
| 2.1.6 Interactive Video .....                   | 9           |
| 2.1.7 Video Making .....                        | 10          |
| 2.2 Previous Studies .....                      | 12          |
| <b>CHAPTER III METHODOLOGY.....</b>             | <b>15</b>   |
| 3.1 Research and Development .....              | 15          |
| 3.1.1 Research and Information Collecting ..... | 17          |
| 3.1.2 Planning .....                            | 18          |

|                                                     |           |
|-----------------------------------------------------|-----------|
| 3.1.3 Develop Preliminary Form of Product.....      | 18        |
| 3.1.4 Preliminary Field Testing.....                | 18        |
| 3.1.5 Main Product Revision .....                   | 20        |
| 3.1.6 Operational Field Testing.....                | 21        |
| 3.1.7 Final Product Revision .....                  | 22        |
| 3.1.8 Dissemination and Implementation .....        | 22        |
| 3.2 Research Timeline .....                         | 22        |
| 3.3 Cost Budget Plan.....                           | 23        |
| 3.4 Task Distribution .....                         | 23        |
| <b>CHAPTER IV RESULT AND DISCUSSION .....</b>       | <b>25</b> |
| 4.1 Result.....                                     | 25        |
| 4.1.1 Research and Development Process .....        | 26        |
| 4.1.1.1 Research and Information Collecting .....   | 26        |
| 4.1.1.2 Planning .....                              | 30        |
| 4.1.1.3 Developing Preliminary Form of Product..... | 32        |
| 4.1.1.4 Preliminary Field Testing.....              | 43        |
| 4.1.1.5 Main Product Revision.....                  | 45        |
| 4.1.1.6 Operational Field Testing.....              | 46        |
| 4.1.1.7 Final Product Revision.....                 | 49        |
| 4.1.1.8 Dissemination and Implementation.....       | 50        |
| 4.2 Discussion .....                                | 50        |
| <b>CHAPTER V CONCLUSION AND SUGGESTION.....</b>     | <b>54</b> |
| 5.1 Conclusion.....                                 | 54        |
| 5.2 Suggestion .....                                | 55        |
| <b>REFERENCES.....</b>                              | <b>56</b> |
| <b>APPENDICIES.....</b>                             | <b>61</b> |

## LIST OF FIGURES

|                                                                     |    |
|---------------------------------------------------------------------|----|
| Figure 2.1 Yogyakarta International Airport .....                   | 7  |
| Figure 2.2 Pantai Glagah Location.....                              | 8  |
| Figure 2.3 Pantai Congot Location .....                             | 9  |
| Figure 3.1 Research and Development Stage .....                     | 15 |
| Figure 3.2 Modification of the Research and Development Stage ..... | 16 |
| Figure 3.3 Cap Cut Software for Editing .....                       | 18 |
| Figure 3.4 Validation Form .....                                    | 20 |
| Figure 4.1 Observation of Tourism Destination.....                  | 27 |
| Figure 4.2 Interview .....                                          | 29 |
| Figure 4. 3 List of Interview .....                                 | 29 |
| Figure 4. 4 Documentation.....                                      | 29 |
| Figure 4. 5 Tourist Destination Entrance Ticket .....               | 31 |
| Figure 4. 6 Location Observation .....                              | 33 |
| Figure 4. 7 Shooting List.....                                      | 34 |
| Figure 4. 8 Establishing Shot .....                                 | 36 |
| Figure 4. 9 Extreme Long Shot.....                                  | 37 |
| Figure 4. 10 Long Shot .....                                        | 37 |
| Figure 4. 11 Point of View .....                                    | 38 |
| Figure 4. 12 Eye Level .....                                        | 39 |
| Figure 4. 13 Tracking Shot.....                                     | 39 |
| Figure 4. 14 Panning Shot.....                                      | 40 |
| Figure 4. 15 Static Shot.....                                       | 41 |
| Figure 4. 16 Cap Cut Pro Application.....                           | 41 |
| Figure 4. 17 Uploaded Result in Google Drive .....                  | 42 |
| Figure 4. 18 Editing Stage.....                                     | 43 |
| Figure 4. 19 Adjusting Color.....                                   | 43 |
| Figure 4. 20 Signed Validation Form .....                           | 45 |
| Figure 4. 21 Before Sound Adjustments .....                         | 45 |
| Figure 4. 22 After Sound Adjustments.....                           | 45 |
| Figure 4. 23 Before Collor Correction .....                         | 50 |
| Figure 4. 24 After Collor Correction.....                           | 50 |

## **LIST OF TABLES**

|                                   |    |
|-----------------------------------|----|
| Table 3.1 Expertise Criteria..... | 19 |
| Table 3.2 List of Statement ..... | 21 |
| Table 3.3 Schedule Planning ..... | 22 |
| Table 3.4 Cost Budget Plan.....   | 23 |
| Table 3.5 Task Distribution ..... | 23 |
| Table 4.1 List of Statement ..... | 47 |

## **LIST OF APPENDICES**

|                                                                                       |    |
|---------------------------------------------------------------------------------------|----|
| Appendix 1. A Hidden Paradise Around YIA Scenes .....                                 | 61 |
| Appendix 2. Feedback from the Audience .....                                          | 66 |
| Appendix 3. Intellectual Property Rights.....                                         | 68 |
| Appendix 4. Documentation .....                                                       | 69 |
| Appendix 5. Turnitin Result.....                                                      | 70 |
| Appendix 6. A Hidden Paradise Around Yogyakarta International Airport<br>Barcode..... | 71 |

## ABSTRACT

This research aims to produce an interactive video as an information medium to introduce tourist destinations around Yogyakarta International Airport for tourists who take a short trip. Tourist destinations such as Pantai Glagah and Pantai Congot are still unknown to tourists due to the lack of promotional media. Therefore, interactive, informative, and interesting promotional media is needed. This study applies the Research and Development (R&D) method to the Borg and Gall (1983) model, which has been modified into eight stages, including initial information collection, planning, initial product development, initial field trial, product revision, operational trial, final product improvement, as well as dissemination and implementation stages. The results of this study are in the form of an interactive video with a duration of 10 minutes 28 seconds, showing that the application of the Borg and Gall model (1983) has succeeded in producing an interactive video entitled "A Hidden Paradise Around Yogyakarta International Airport" which is suitable for use as an information medium for short trip tourist destinations around Yogyakarta International Airport. Based on the questionnaire results, the interactive video received positive responses from respondents in terms of content, audio quality, and language use. Thus, this interactive video is expected to be a medium of information for short trip tourist destinations around Yogyakarta International Airport.

**Keywords:** *Pantai Glagah; Pantai Congot; interactive video; Yogyakarta International Airport*

## ABSTRAK

*Penelitian ini bertujuan menghasilkan sebuah interactive video sebagai media informasi untuk memperkenalkan destinasi wisata di sekitar Yogyakarta International Airport bagi wisatawan yang akan melakukan short trip. Destinasi wisata seperti Pantai Glagah dan Pantai Congot masih belum dikenal oleh wisatawan karena kurangnya media promosi. Sehingga diperlukan media promosi yang interaktif, informatif, dan menarik. Penelitian ini menerapkan metode Research and Development (R&D) pada model Borg and Gall (1983) yang telah dimodifikasi menjadi delapan tahapan meliputi pengumpulan informasi awal, perencanaan, pengembangan produk awal, uji coba lapangan awal, revisi produk, uji coba operasional, penyempurnaan produk akhir, serta tahap diseminasi dan implementasi. Hasil dari penelitian ini berupa interaktif video dengan durasi 10 menit 28 detik, menunjukkan bahwa penerapan model Borg and Gall (1983) telah berhasil menghasilkan interactive video berjudul “A Hidden Paradise Around Yogyakarta International Airport” yang layak digunakan sebagai media informasi destinasi wisata short trip di sekitar Yogyakarta International Airport. Berdasarkan hasil dari kuisioner, interactive video tersebut telah memperoleh berbagai respon positif dari responden pada aspek isi, kualitas audio, dan penggunaan bahasa. Dengan demikian, interactive video ini diharapkan bisa menjadi media informasi destinasi wisata short trip di sekitar Yogyakarta International Airport.*

**Kata kunci:** *Pantai Glagah; Pantai Congot; video interaktif; Yogyakarta International Airport*