

**DESIGNING THE PREPRODUCTION SHORT MOVIE  
WITH THE TITLE “A PHASE BETWEEN US”  
TO PROMOTE *MUSEUM MANDALA BHAKTI***



**FINAL ASSIGNMENT**

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

By

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**2024**

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**APPROVAL SHEET**  
**A FINAL ASSIGNMENT**  
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## TABLE OF CONTENTS

STATEMENT OF ORIGINALY .....	i
APPROVAL SHEET .....	ii
ACCEPTANCE.....	iii
ACKNOWLEDGEMENTS .....	iv
TABLE OF CONTENTS .....	vi
FIGURES .....	viii
TABLES .....	ix
APPENDICES .....	x
ABSTRACT .....	xi
ABSTRAK .....	xii
CHAPTER I .....	1
1.1 Background of the Study .....	1
1.2 Statement of the Problem .....	4
1.2.1 How is the process to make a short movie “A Phase Between Us”?.....	4
1.2.2 How is the feedback from the stakeholders of the short movie?.....	4
1.3 Research Objectives .....	4
1.3.1 To describe the pre-production to make short movie “A Phase Between Us”.....	4
1.4 Significance of the Study .....	5
1.5 Output.....	5
CHAPTER II.....	6
2.1 Media Promotion.....	6
2.2 Branding Video of Tourist Destination.....	11
2.3 Video Making Process.....	11
2.3.1 Preproduction.....	12
2.3.2 Production.....	14
2.3.3 Post Production.....	18

2.3.4 Subtitling.....	21
2.4 Tourism and Historical Destinations .....	21
CHAPTER III .....	24
3.1 Types of Research.....	24
3.2 Schedule Planning .....	32
3.3 Budget Cost .....	33
CHAPTER IV .....	34
4.1 Result.....	34
4.1.1 Research and Information Collection .....	34
4.1.2 Planning .....	39
4.1.3 Developing Preliminary Form of Product .....	50
4.1.4 Preliminary Field Testing.....	51
4.1.5 Main Product Revision .....	52
4.1.6 Operational Field Testing.....	53
4.1.7 Disseminating and Implementing .....	56
4.2 Discussion .....	57
CHAPTER V.....	60
5.1 Conclusion.....	60
5.2 Suggestion .....	61
REFERENCES.....	62
APPENDICES .....	66

## FIGURES

Figure 3.1 R & D method stages by Borg & Gall.....	24
Figure 3.2 R & D method stages (7) by Borg & Gall .....	26
Figure 3.3 Sample of validation form .....	29
Figure 4.1 Weapons used by TNI during the 5 Days Battle in Semarang .....	36
Figure 4.2 List questions and answers of interview .....	37
Figure 4.3 Interview section about the history of Prince Diponegoro .....	38
Figure 4.4 Spot for ending scene.....	38
Figure 4.5 Spot for cofession scene .....	39
Figure 4.6 Script of short movie "A Phase Between Us" .....	40
Figure 4.7 Storyboard ilustration by Canva Aplication .....	43
Figure 4.8 Storyboard uses photos taken directly on the spot.....	44
Figure 4.9 Permit for KABINTALJARAHDAM IV/DIPONEGORO .....	45
Figure 4.10 Permit for KALAKJARAH .....	46
Figure 4.11 Permit for Head Manager of <i>Museum Mandala Bhakti</i> .....	46
Figure 4.12 Sample of call sheet for talent .....	50
Figure 4.13 Signed Validation Form.....	52

## TABLES

Table 3.1 Expertise criteria .....	28
Table 3.2 List of statements in the questionnaire.....	30
Table 3.3 Grid of questionnaires .....	30
Table 3.4 Likert scale score levels .....	31
Table 3.5 Interval of average score assesment.....	31
Table 3.6 Schedule Planning.....	32
Table 3.7 Budget Cost.....	33
Table 4.1 Shooting schedules on July 6 .....	47
Table 4.2 Shooting schedules on July 7 .....	47
Table 4.3 Shooting schedules on July 8.....	48
Table 4.4 List of respondents .....	53
Table 4.5 Interval scoring on the Likert scale.....	54
Table 4.6 Interval of average score results.....	54

## APPENDICES

Appendix 1 Permit to collect data at <i>Museum Mandala Bhakti</i> .....	66
Appendix 2 Permit to collect data at <i>Museum Mandala Bhakti</i> .....	67
Appendix 3 Permit to collect data at <i>Museum Mandala Bhakti</i> .....	68
Appendix 4 Confirmation letter from <i>Museum Mandala Bhakti</i> .....	69
Appendix 5 Consent form for taking video talent 1.....	70
Appendix 6 Consent form for taking video talent 2.....	71
Appendix 7 Consent form for taking video talent 3.....	72
Appendix 8 Questions and answers of interview .....	73
Appendix 9 Final project script full .....	75
Appendix 10 Short film cut per minute .....	89
Appendix 11 Barcode of short movie .....	91
Appendix 12 Turnitin result.....	92

## ABSTRACT

Indonesia is the largest archipelago in the world. It offers extraordinary geographical diversity, namely a variety of unique and exciting tourist destinations, ranging from natural beauty and cultural wealth to historical heritage. Semarang City itself has many tourist destinations, including the historical tourism of *Museum Mandala Bhakti*. *Museum Mandala Bhakti* is a building that was initially named Raad van Justitie (High Court Building), and it was built around 1930. Initially, this building was the headquarters of Kodam IV Diponegoro in 1950. Then, it was converted into a museum named *Museum Mandala Bhakti*, commonly called the TNI Struggle Museum. To preserve and introduce the existence of *Museum Mandala Bhakti*, it is necessary to promote it in an attractive way in order to increase the interest of local and foreign tourists in visiting this museum. So, in this research, the main focus is to develop a short movie with the theme of friendship and romance as a digital promotional tool to improve the image and attractiveness of *Museum Mandala Bhakti* in Semarang. This research was conducted using a research and development method using a Likert scale involving 20 respondents to assess aspects such as content, audiovisual, and language. Based on the results of this assessment, it can be concluded that all respondents gave a scale of “Strongly Agree” to the statements in the aspects that have been mentioned.

Keywords: Research and Development, Digital Promotional Tool, Short Movie

## **ABSTRAK**

Indonesia adalah negara kepulauan terbesar di dunia. Menawarkan keanekaragaman geografis yang luar biasa, yaitu berbagai destinasi wisata yang unik dan menarik, mulai dari keindahan alam dan kekayaan budaya hingga peninggalan sejarah. Kota Semarang sendiri memiliki banyak destinasi wisata, salah satunya adalah wisata sejarah Museum Mandala Bhakti. Museum Mandala Bhakti merupakan sebuah bangunan yang awalnya bernama Raad van Justitie (Gedung Pengadilan Tinggi), dan dibangun sekitar tahun 1930. Awalnya, gedung ini merupakan markas Kodam IV Diponegoro pada tahun 1950. Kemudian dialihfungsikan menjadi museum yang diberi nama Museum Mandala Bhakti atau biasa disebut Museum Perjuangan TNI. Untuk melestarikan dan memperkenalkan keberadaan Museum Mandala Bhakti, perlu dilakukan promosi dengan cara yang menarik agar dapat meningkatkan minat wisatawan lokal maupun mancanegara untuk berkunjung ke museum ini. Maka, dalam penelitian ini, fokus utamanya adalah mengembangkan film pendek bertema persahabatan dan percintaan sebagai sarana promosi digital untuk meningkatkan citra dan daya tarik Museum Mandala Bhakti di Semarang. Penelitian ini dilakukan dengan menggunakan metode penelitian dan pengembangan dengan menggunakan skala Likert yang melibatkan 20 responden untuk menilai aspek konten, audiovisual, dan bahasa. Berdasarkan hasil penilaian tersebut, dapat disimpulkan bahwa seluruh responden memberikan skala “Sangat Setuju” terhadap pernyataan-pernyataan dalam aspek yang telah disebutkan.

**Kata Kunci:** Penelitian dan Pengembangan, Alat Promosi Digital, Film Pendek