

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



FINAL ASSIGNMENT

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

By

Lathifa Mutiarani

40020520650015

**BACHELOR OF APPLIED FOREIGN LANGUAGE
VOCATIONAL COLLEGE
DIPONEGORO UNIVERSITY**

2024

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The undersigned below:

Name : Lathifa Mutiarani

NIM : 40020520650015

Signature:

Date : September 4 2024

APPROVAL SHEET

A FINAL ASSIGNMENT

PRODUCING A SHORT MOVIE WITH THE TITLE “A PHASE BETWEEN
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By

Lathifa Mutiarani

40020520650015

Semarang, 23 August 2024

Approved by

Supervisors



Aditya Nur Patria., M.App.Ling.

NIP.199012182020121007

ACCEPTANCE

This Final Assignment was submitted by:

Name : Lathifa Mutiarani
Student ID : 40020520650015
Study Program : Applied Foreign Language
Title of Final Assignment : Producing A Short Movie With The Title “A
Phase Between Us” To Promote *Museum Mandala
Bhakti Semarang*

**This study has been examined and is accepted for impartial fulfilment of the
requirement for the degree of Applied Bachelor in Applied Foreign
Languages of Vocational College Universitas Diponegoro**

Examiners Board:

1. Aditya Nur Patria, S.Hum., M.App.Ling.
(Chairman) : 
2. Lenggahing Astri Dwi Eko Saputri, S.Pd.,
M.Pd. (Examiner) : 
3. Fitri Alfarisy, S.Pd., M.Hum. (Examiner) : 

Semarang, 24 September 2024

Head of Applied Foreign Language Study Program



Sriwahyu Istana Trahutami, S.S., M.Hum.

NIP 197401032000122001

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Lathifa Mutiarani
NIM 40020520650015

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ABSTRACT

Semarang is the capital of Central Java Province and offers various tourist destinations. One of them is historical tourism, namely *Museum Mandala Bhakti*. *Museum Mandala Bhakti* was first established in 1930 as a High Court for Europeans living in Semarang. It was later repurposed into a museum in 1985. *Museum Mandala Bhakti* has become a must-visit historical site for tourists. Therefore, to enhance the museum's appeal as a historical tourism object, engaging promotion through a marketing video in the form of a short movie is necessary. The concept of storytelling is employed to create a narrative relevant to the museum's theme and deliver a strong message to the audience, thereby introducing the museum's collections and architecture to visitors. This research was conducted using research and development methods and utilized a Likert-scale questionnaire involving 20 respondents to assess aspects of content, audiovisual, and linguistic elements. Based on the results, it can be concluded that all respondents gave a very agreeable rating to the statements regarding the mentioned aspects.

Keywords: Short Movie, Branding Video, Marketing Video, Research & Development

ABSTRAK

Semarang merupakan Ibu Kota Provinsi Jawa Tengah yang menawarkan berbagai destinasi wisata. Salah satunya adalah wisata sejarah, yaitu Museum Mandala Bhakti. Museum Mandala Bhakti pertama didirikan pada tahun 1930 untuk Pengadilan Tinggi Belanda untuk orang Eropa yang tinggal di Semarang. Kemudian pada tahun 1985 baru dialihfungsikan menjadi museum. Museum Mandala Bhakti menjadi salah satu tempat wisata sejarah yang wajib dikunjungi oleh wisatawan. Oleh karena itu, untuk mendukung daya tarik museum sebagai objek wisata sejarah diperlukan promosi yang menarik dengan membuat video pemasaran dalam bentuk film pendek. Konsep storytelling digunakan untuk menciptakan alur cerita yang relevan dengan tema museum dan menyampaikan pesan yang kuat kepada audiens sehingga dapat memperkenalkan koleksi dan arsitektur museum kepada wisatawan. Penelitian ini dilakukan dengan menggunakan metode penelitian dan pengembangan serta menggunakan kuesioner skala Likert yang melibatkan 20 responden untuk menilai aspek konten, audio-visual, dan linguistik. Berdasarkan hasil penelitian, dapat disimpulkan bahwa semua responden memberikan skala sangat setuju terhadap pernyataan-pernyataan dalam aspek-aspek yang telah disebutkan.

Kata Kunci: Film Pendek, Video Branding, Video Pemasaran, Penelitian & Pengembangan