

**PRODUCING A SHORT FILM
FOR PROMOTING SEMARANG TOURISM
AND GRAND MAERAKACA**



FINAL ASSIGNMENT

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

by

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2024**

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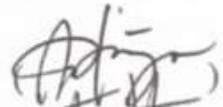
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ABSTRACT

Semarang is the capital city of Central Java Province and offers a variety of exciting tourist destinations. Semarang tourism combines historical buildings, cultural destinations, rich culinary specialties, and unique natural beauty. Some of the top tourist destinations in Semarang are Lawang Sewu, Kota Lama, and Grand Maerakaca. However, the COVID-19 pandemic that hit the world in early 2020 has significantly impacted the tourism sector. Activity restrictions and lockdowns have drastically reduced the number of tourists. In this case, creating a tourism promotion short film is considered effective as a step to restore the tourism sector affected by the pandemic. Short films are made with story content packaged in such a way that they feature tourism destinations that attract audiences visually. The method used in making this short film is the Research and Development Method, which used a Likert scale involving Grand Maerakaca management and foreigners as respondents to assess aspects of content in the film, audio-visual quality, and language use. Based on the assessment results, it can be concluded that, on average, all respondents gave a scale of “strongly agree” to statements related to the aspects that have been mentioned.

Keywords: Tourism, Short Film, Promotional Video, Research and Development

ABSTRAK

Semarang merupakan ibu kota Provinsi Jawa Tengah yang menawarkan beragam destinasi wisata menarik. Pariwisata Semarang menggabungkan bangunan bersejarah, destinasi budaya, kekayaan kuliner khas, dan keindahan alam yang unik. Beberapa destinasi wisata unggulan di Semarang adalah Lawang Sewu, Kota Lama, dan Grand Maerakaca. Namun, pandemi COVID-19 yang melanda dunia pada awal tahun 2020 telah memberikan dampak yang besar terhadap sektor pariwisata. Pembatasan kegiatan dan *lockdown* membuat jumlah wisatawan menurun secara drastis. Dalam hal ini, pembuatan film pendek promosi wisata dinilai efektif sebagai langkah untuk memulihkan sektor pariwisata yang terpengaruh oleh pandemi. Film pendek dibuat dengan konten cerita yang dikemas sedemikian rupa, menampilkan destinasi pariwisata yang menarik audiens secara visual. Metode yang digunakan dalam membuat film pendek ini adalah Metode Penelitian dan Pengembangan serta menggunakan skala Likert yang melibatkan manajemen Grand Maerakaca dan orang asing sebagai responden untuk menilai aspek konten pada film, kualitas audio-visual, dan penggunaan bahasa. Berdasarkan hasil penilaian, dapat disimpulkan bahwa rata-rata seluruh responden memberi skala “sangat setuju” terhadap pernyataan terkait aspek-aspek yang telah disebutkan.

Kata Kunci: Pariwisata, Film Pendek, Video Promosi, Penelitian dan Pengembangan

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